



UX audit
[CodeWeek.eu]
January 2023



Bridging Europeans

Summary

1. Research information
2. Results overview
3. Detailed analysis



Research information

Context

Practicals

Content

Participants profiles



1

Research context



Context

The aim of this action is to support the Commission's services in scaling up EU Code Week initiative.

Request

To carry out an audit and propose improvements of the User Experience and User Interface of the website.

Goal

To propose solutions to better increase the involvement of the users and make it easier for them to provide content.

Research practicals



UX Audit

- Method: **UX/UI expert review, heuristic analysis.**
- Researchers: **Karol Dulat & Remy Florean**
- Date: **January 2023.**
- Test material: **a live version of the website (both desktop and mobile).**

Research content



Focus of the audit

Codeweek.eu is a website promoting EU Code Week initiative that aims to promote coding and digital literacy across Europe.

This audit focuses on how the website contributes to promoting the initiative and how well it supports already existing volunteers.

We centred the analysis on the main features and their support for the business goals, usability heuristics and UX/UI best practices.

2

Results overview

Audit summary

Key insights



Audit summary



General comment

While the website is aiming to reach a wide audience, including those who have never coded before, as well as those who have some experience but want to learn more - teachers and educators seem to be the primary target group.

While auditing the site, we learned that the goal of the initiative is then not only to inspire a new generation of creators and innovators but also to help teachers incorporate coding and digital literacy into their existing curriculum, teaching coding and other skills and techniques in all subjects (also beyond STEM). Teachers can take advantage of professional development opportunities offered during EU Code Week, such as webinars and training sessions, to learn more about coding and digital technologies and how to teach them in the classroom.

However, this synthesis came after a long analysis and was not concluded after a simple website browsing and exploration.

Key insight (1/3)



Observations

- While the page offers a simple layout and quite extensive content - we noticed that lacks supporting the goals in detail.
- With the first experience offered by the Home Page, it is not clear who is the main target of the initiative (and the website). While the page explains that it's addressed to a broad audience, there are no highlights or arguments addressed to any specific group.
- After further website exploration, we discovered that the main resources and materials are focused mainly on teachers and educators (Most of the main navigation: Resources, Community, Schools).
- It's hard to understand how teachers can apply for different roles (Leading Teachers, Ambassadors), how to contact these roles and what kind of help can be expected from these roles.

Key insight (2/3)



Observations

- Even though teachers are the primary target group, the website is not highlighting and exposing enough benefits and support that it offers to teachers involved in the initiative. It requires deeper exploration to understand what kind of support and materials teachers can get via the website (Resources, Community, Schools).
- Codeweek.eu fails to explain how its vast amount of resources can be used by teachers. It provides an explanation that teachers have access to it, but multiple usability and readability issues make it hard for teachers to browse these resources (insufficient information, tagging and categorisation, limited filtering).

Key insight (3/3)



Observations

- Even for the event participants - it is hard to find an event that matches their interests due to several UX issues like missing information or insufficient tagging.
- Last, but not least website contains various UX and UI issues that can cause problems while browsing the website: from inconsistent layout, forcing user to learn how to read pages, to incorrect usage of UI patterns (miss-use of buttons and icons) and various design mistakes (composition, readability, spacing, typography)

Observed issues can lead to page abandonment and withdrawal for those who seek information on how to start and join the initiative.

For those who already joined the initiative, the hardness of use can lower the engagement and will to be active.

3

Detailed analysis

UX/UI review & recommendations

Heuristics analysis

Additional analysis





Business Goals

Understanding the purpose of the initiative.

Codeweek.eu is a website that provides information about the EU Code Week initiative. The main purpose of the initiative is to spread computational thinking, coding and computing to as many people as possible.

Code Week initiative focuses on activities related to: computational thinking, coding, robotics, tinkering with hardware, computer science and digital skills at large.

It is important to note, that despite the name, Code Week is an all-year initiative, that culminates with one week of events in October.

This explanation is not well exposed on the website and may bring some confusion for those who are new to the subject and to those who are not sure how and when to organise an event within the initiative. Content very often lacks keywords that explain a variety of activities - which is also reflected in poor Google search results. Codeweek.eu is often not present or displayed very low in search results for keywords like: learning to code, coding, coding courses, learning robotics, how to learn coding, coding for schools etc.



Business Goals

Exposing benefits for main users.

The main goals seem to be oriented around teachers and schools. In that matter, the initiative aims to

- contribute to the improvement of the digital skills of students,
- lower the barrier of integrating programming and technology in everyday teaching practices also beyond STEM subjects,
- up-skill and empower teachers regardless of their subject/specialisation so that they can use coding concepts as a tool in their classroom,
- provide equal access to digital skills.

However, none of this information is properly presented on the website. Teachers and educators will not be able to easily find how they can benefit from being a part of the EU Code Week and what they may gain.



Target audience

Prioritising visitors: from a wide audience to teachers.

From documents not related to the website, we've learned that the initiative is based on volunteers from the following target groups: teachers, mentors, coding clubs, libraries, private companies, parents and non-governmental organisations.

The site however is not addressing these groups properly, having a main focus on teachers. Within teachers, it is important to remember that there will be two types of profiles:

1. Teachers who want to learn what CodeWeek can offer him/her in terms of (a) educational resources, (b) interaction with other teachers/schools involved in similar activities
2. Teachers who are already involved in programming/algorithmic thinking activities in their class want to promote/showcase/disseminate their efforts with like-minded teachers.

Severe



Target audience

Prioritising visitors: from a wide audience to teachers.

These two profiles can be further divided into two groups of website visitors:

1. Newcomers and first-time visitors - who would like to learn what the initiative is about, how they can join or be a part of it, and what are the benefits.
2. Involved teachers - who are already familiar with the initiative and benefits, but are looking for resources, materials, help and inspiration

This can show how different communication can be, depending on the user profile. We noticed, that CodeWeek.eu is lacking in all these dimensions:

- while the language is general, it is not offering specific coding vocabulary, content tagging or categorisation that may help more advanced teachers find interesting materials or events;
- even for the newcomers, the website misses the opportunity to address their needs using proper vocabulary related to their teaching subject or curriculum.

Moderate



Website structure and Information Architecture

Main navigation.

Codeweek.eu is divided into 5 main sections, excluding the Home Page:

- Activities
- Resources
- Community
- Schools
- About

In addition, the website offers a Blog and links to the Facebook and Twitter pages of the EU Code Week initiative. It is important to mention, that EU Code Week is also available on other social media platforms like Youtube, LinkedIn and Instagram, but links to these platforms are only available at the footer part of the website.

Separating Schools as a dedicated section clearly indicates a strong focus on this target group.

Main navigation lists clearly all the above sections. Some of these sections offer additional content available as a drop-down/fly-out menu. Sections with this option do not have a dedicated landing page even though the mouse-pointer is suggesting that these items are clickable.

Recommendation



Website structure and Information Architecture

Main navigation

It would be interesting to check the engagement on each of social media platforms. Now Facebook and Twitter links on the top are properly prioritised over other social media, but other platforms could be more beneficial for the initiative.

Social media icons should not be mixed with traditional content items like login and account information or language selector, to clearly explain its purpose: (Social media icons can mean accessing the main account or feed of the initiative or sharing this particular page via a selected platform)

It should be clear for the end users which items in the navigation are clickable and which are not. Section names without a landing page should not be indicated as clickable ones. It would be good to indicate which menu items offer more options.

Low effort

Recommendation



Website structure and Information Architecture

Main navigation

- It would be interesting to check the engagement on each of the social media platforms. Now Facebook and Twitter links on the top are properly prioritised over other social media, but other platforms could be more beneficial for the initiative.

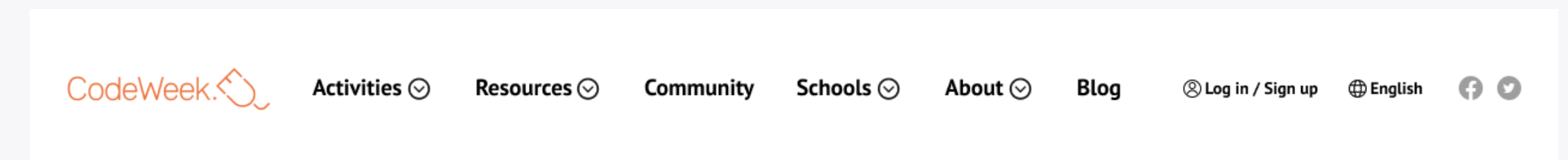
Low effort

- Social media icons should not be mixed with traditional content items like login and account information or language selector, to clearly explain its purpose: (Social media icons can mean accessing the main account or feed of the initiative or sharing this particular page via a selected platform)

Low effort

- It should be clear for the end users which items in the navigation are clickable and which are not. Section names without a landing page should not be indicated as clickable ones. It would be good to indicate which menu items offer more options.

Low effort



Improved navigation: clear distinguish between clickable/non-clickable items, expandable sections, separation of tools (login, account, language) from social media

A large yellow triangle is positioned on the left side of the slide, pointing towards the center.

Analysis by section & page

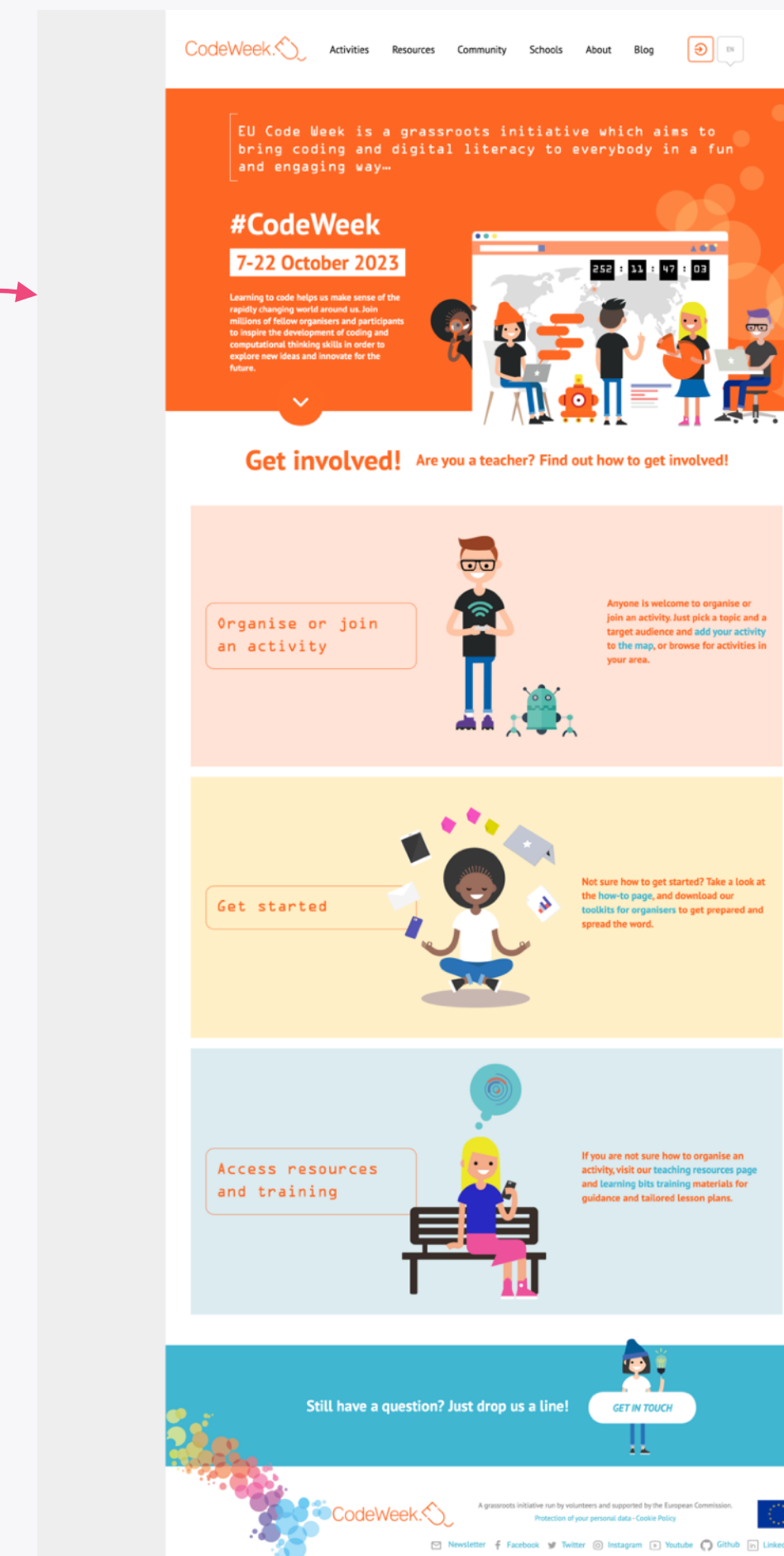


Home page

The main page seems to be clear, without too much information.

- It offers just a few sections with a strong focus on explaining the initiative to new visitors.
- Under the main navigation on top, it quickly explains the purpose of the main initiative
- While the message is clear, it is also pretty vague and does not indicate the full purpose of the initiative, nor does it explain to whom is the initiative intended. You can only find references to coding - but there is no mention of hardware or robotics. There is no further explanation of who are the volunteers and organisers (schools, coding clubs, libraries, etc.)

Moderate



Home Page offers clear sections, but with very minimal explanations

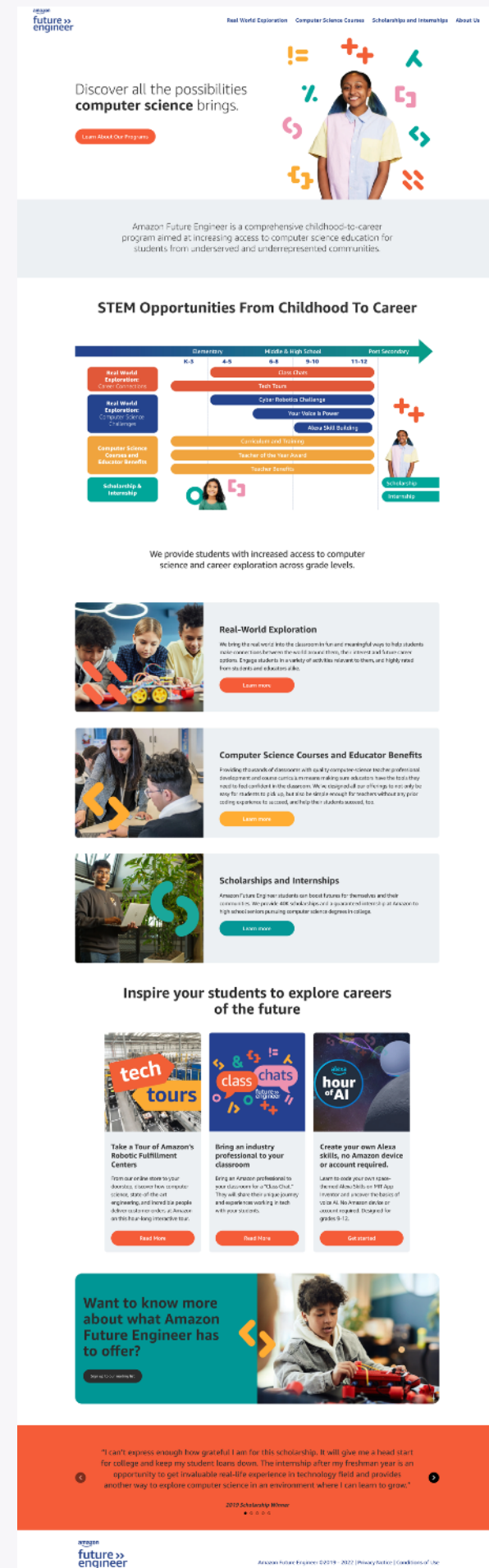
Recommendation



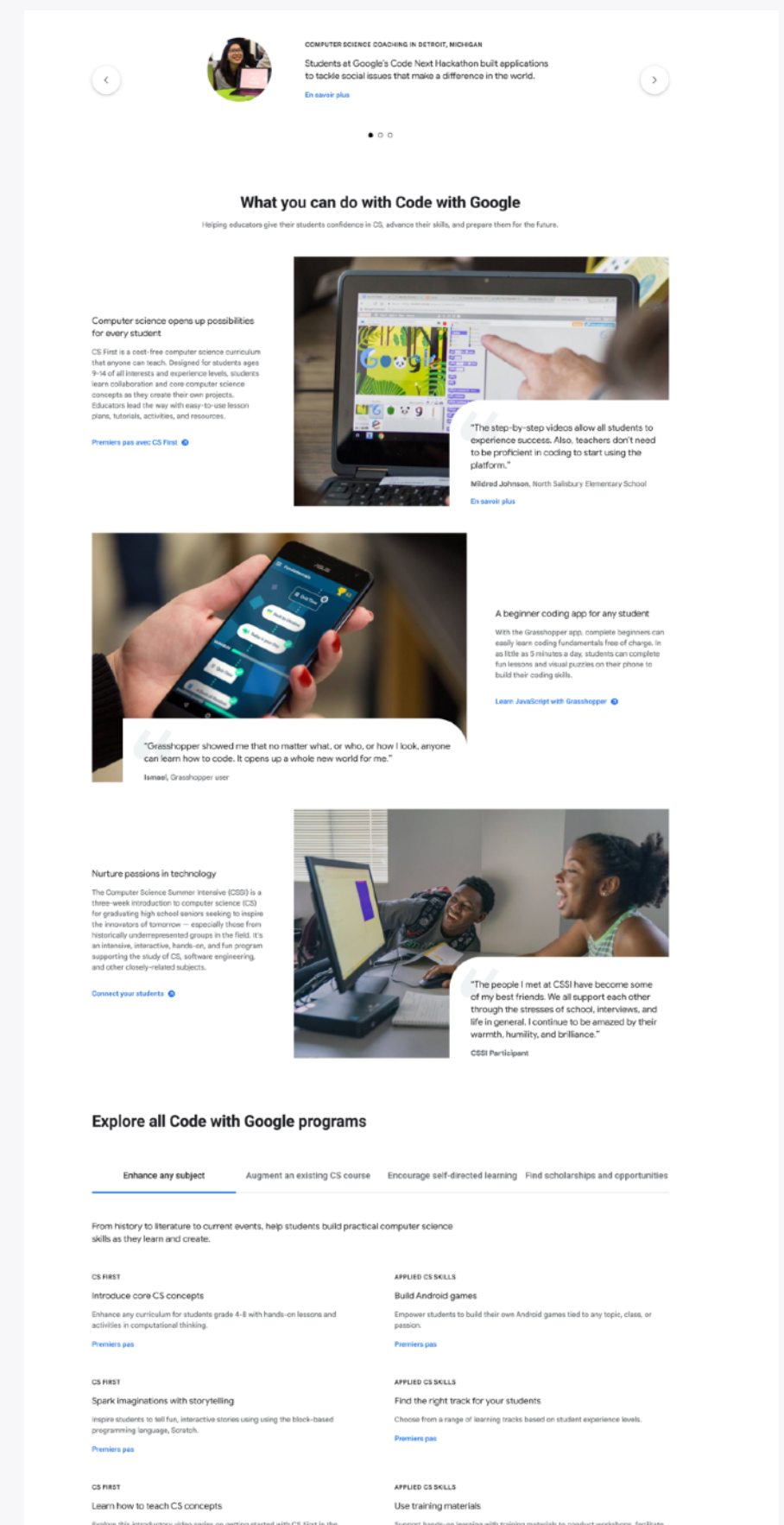
Home Page

The mission statement should remain short as it is now, but it could be a bit more precise.

- A precise statement should help to understand the potential of the initiative. The paragraph that elaborates the mission statement - could include all (or main) groups to which the initiative is addressed to. This will help more people understand if they can be part of the initiative.
- The Home Page plays a specific - double role in this initiative. At first, it should be a good explanation of CodeWeek to all first-time visitors. For people who are visiting the page for the first time, it should be clear what wht initiative is about, but also help them understand if they can be a part of it, what benefits they will have for joining the initiative, and how they can become a part of CodeWeek (steps, possibilities, resources, and additional help).



Amazon starts with a very precise mission statement, then it explain what each group can benefit from its initiative



Google focuses on explaining what the initiative is about by providing detailed descriptions for various groups

UX/UI audit



Home page

The Home Page plays a specific - double role in this initiative.

At first, it should be a good explanation of the CodeWeek to all first-time visitors.

For people who are visiting the page for the first time, it should be clear what the initiative is about, but also help them understand if they can be a part of it, what benefits they will have for joining the initiative and how they can become a part of CodeWeek (steps, possibilities, resources and additional help).

Recommendation



Home page

Explain what, for whom and why.

Therefore it is recommended that the Home Page in its introduction address as much explanation as possible while remaining clear and precise.

- Shortly and clearly explain what is the main purpose of the initiative.
- Name explicitly who is the main target for this initiative and how they can join.
- List all the benefits of joining for each group. In clear sections or bullet points you could highlight why they should join, what they can learn and what kind of help and support they can receive.



Home page

The second goal of the Home Page is to offer already existing volunteers access to their events (to manage them or promote them) or get additional help and resources.

The Home Page can focus on explaining the initiative to first-time visitors, but at the same time, it can support already existing members by allowing them access to the most used areas:

- accessing account / log in
- account management (in combination with gamification, when possible)
- access to: resources and materials, help, community members etc.

Recommendation



Home page

Well-designed entry points can serve both purposes at once.

As it is shown in the Google example above, highlighting different content types, a clear listing of available content could be:

- A good explanation of benefits and resources for first-time visitors.
- An entry point for the existing members.

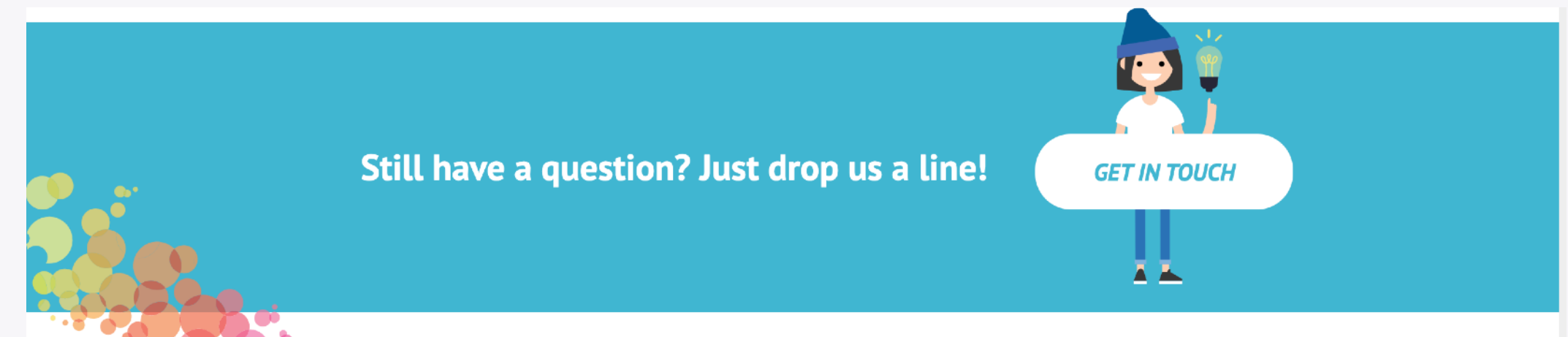
It is important to properly prioritise the main goal of the website and focus on one of these goals (offer more space, more features). However, these goals can support each other and coexist on the home page to ease usage for both type of visitors.



Home page

Unclear contact possibilities

- Home Page is offering a contact possibility "drop us a line"/"get in touch" and a chat.
- The "Get in touch" feature does not explain what kind of contact is being offered. It is not indicating that multiple options would be available.
- Contact options are mainly for teachers while the page focuses on contact details for (leading) teachers and ambassadors. Other types of volunteers, or event participants have no options to contact at all.
- The same contact features is offered on all pages within the website



Get in touch feature - does not indicate what is actually being offered as contact options, nor who can use it.


Recommendation



Home page

Offer clear, and multiple contact options

- Provide some of the most frequently asked questions also for other groups of visitors
- Explain how the Contact works: who will receive an email and how fast they can respond - so the person who asks a question will be reassured it will actually work.
- Provide links to the community and/or event organisers.

A decorative graphic consisting of several overlapping circles in various colors (yellow, orange, red, pink, purple) arranged in a cluster on the left side of the blue box.

Need help?
Check our **Community** to contact Leading Teachers or Ambassadors.
[Browse FAQs](#) to find answers to your questions.
[Send us an email](#). We usually respond in 48 hours.

Multiple contact options - give quick access to a variety of users, and cover multiple cases.



“Activity” section

Activities - is the first option in the top main navigation.

There is no dedicated landing page for Activities, even though the hand cursor indicated that this option is clickable when the mouse pointer is hovering over this navigational item. Once hovered, users can access one of the menu items listed below:

- Map
- Featured Activities
- Add Activity
- Scoreboard

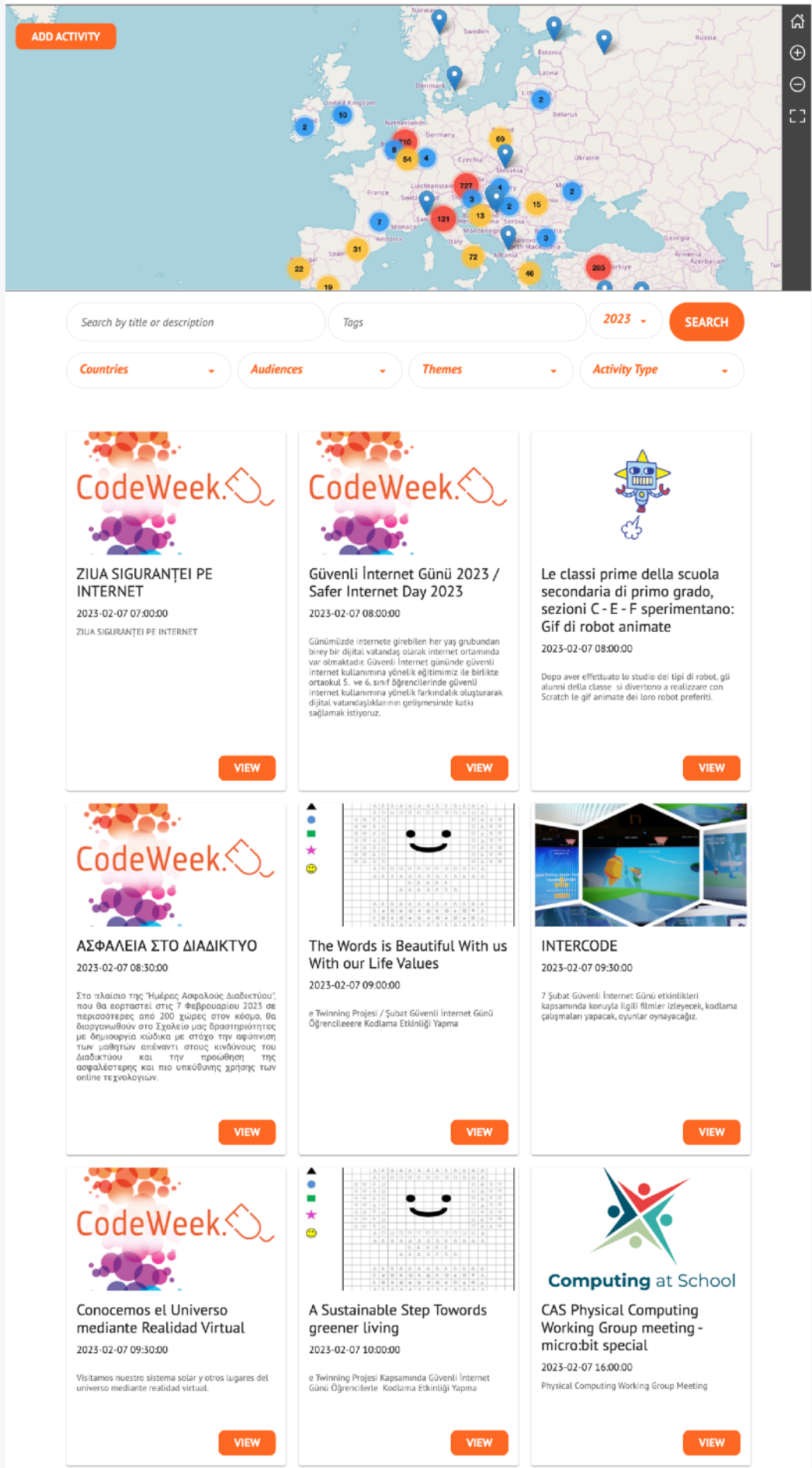


“Activity” / Map

Not easy to understand and differentiate events

- This page offers access to Codeweek.eu activities via the map and additional search and filter criteria. Besides filtering, there are no visual hints that could help participants distinguish the events (category, language, availability).
- There is also no indication of what the activity is about, what can be learned there, who can attend, who organises it etc. The lack of this information makes it harder for the participants to browse the list of activities and choose the one they like or can attend.

Severe



Missing information: it is hard to understand what the event is about, what is its category, what can be learned, who can attend.



“Activity” / Map

Usability issues with the “map widget”

- By default, the map (located on top of the page) displays all the events in Europe for 2023. Unlike in the Community section, the map is displaying the whole Europe by default, not a specific country taken from the geolocation of the user.
- The location of the widget can cause some usability issues: as it is just under the top navigation, the user's cursor is placed on the navigation (as they just clicked on Activities/Map), moving the cursor down the page to follow page's content results in zooming in/out or moving the map, rather than following the page's content.

Severe

The screenshot shows the CodeWeek website interface. At the top, there is a navigation bar with links: Activities, Resources, Community, Schools, About, and Blog. A red arrow points from the 'Activities' link to a map widget. The map widget displays a map of Europe with various colored pins indicating event locations. Below the map, there is a search bar with the text 'Search by title or description' and a 'Tags' dropdown. To the right of the search bar is a '2023' dropdown and a 'SEARCH' button. Below the search bar, there are four dropdown menus: 'Countries', 'Audiences', 'Themes', and 'Activity Type'. At the bottom, there is a list of activities. The first activity is 'ZIUA SIGURANȚEI PE INTERNET' with a date of '2023-02-07 07:00:00'. The second activity is 'Güvenli İnternet Günü 2023 / Safer Internet Day 2023' with a date of '2023-02-07 08:00:00'. The third activity is 'Le classi prime della scuola secondaria di primo grado, sezioni C - E - F sperimentano: Gif di robot animate' with a date of '2023-02-07 08:00:00'.

Page scrolling is difficult: map widget takes over the cursor, and instead of scrolling, user is zooming the map.

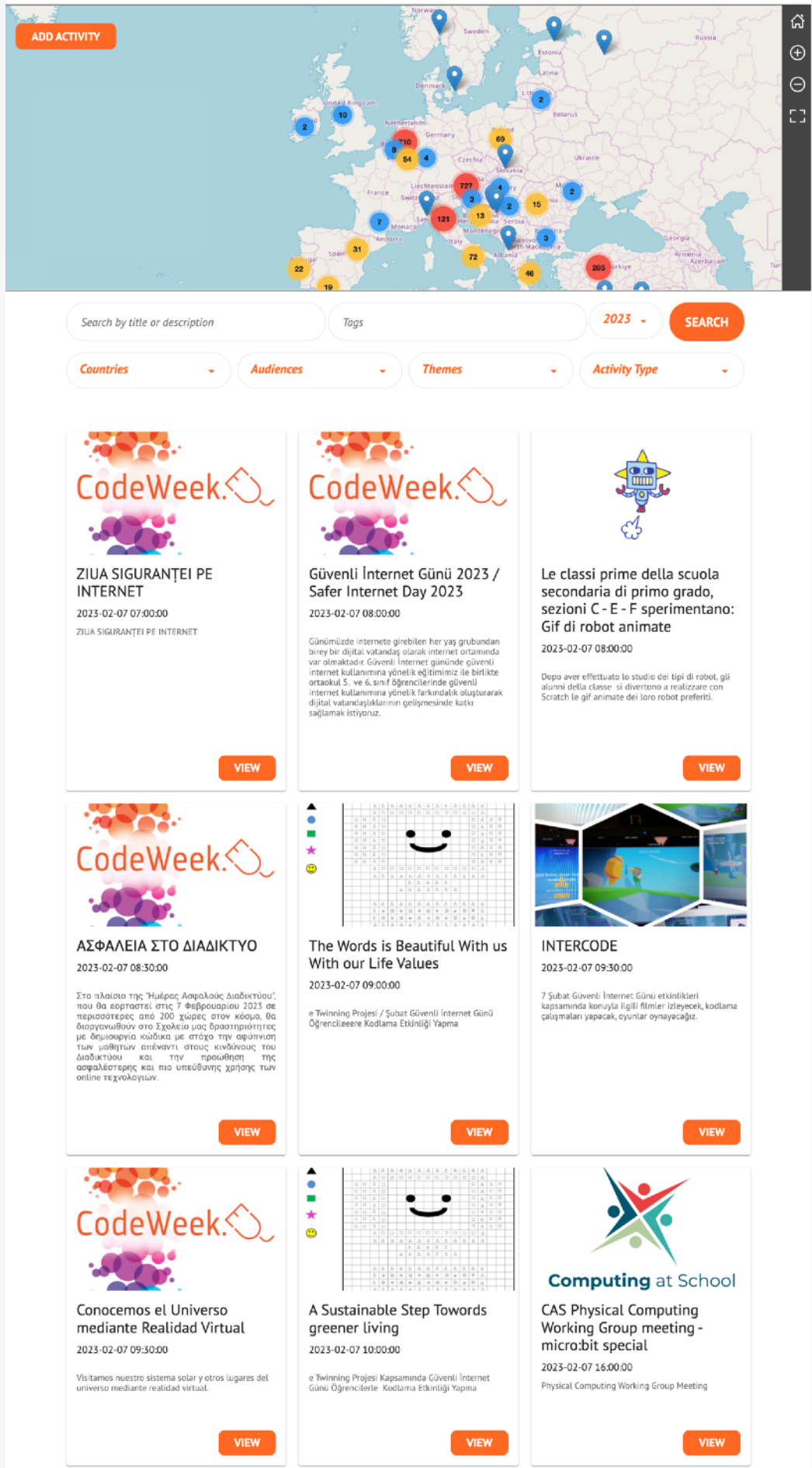


“Activity” / Map

Unclear default settings and call-to-actions.

- Below the map, there is a search option with possibilities to filter the results. By default, there is a list of activities displayed, but it is not clear what this list represents: featured activities, most recent ones, or upcoming ones. How were these events selected? It is not clear what this list represents and in which order are they displayed.
- Some additional filters could help users find events they are looking for, like language or month.
- Filters should be applied automatically after selection, without the need of clicking the “Search” button
- Call-to-actions (CTA) should be properly prioritised. There should be only one first-priority CTA. Other buttons should have different priorities to improve readability and reduce choice paralysis

Moderate



Unclear listing of default activities

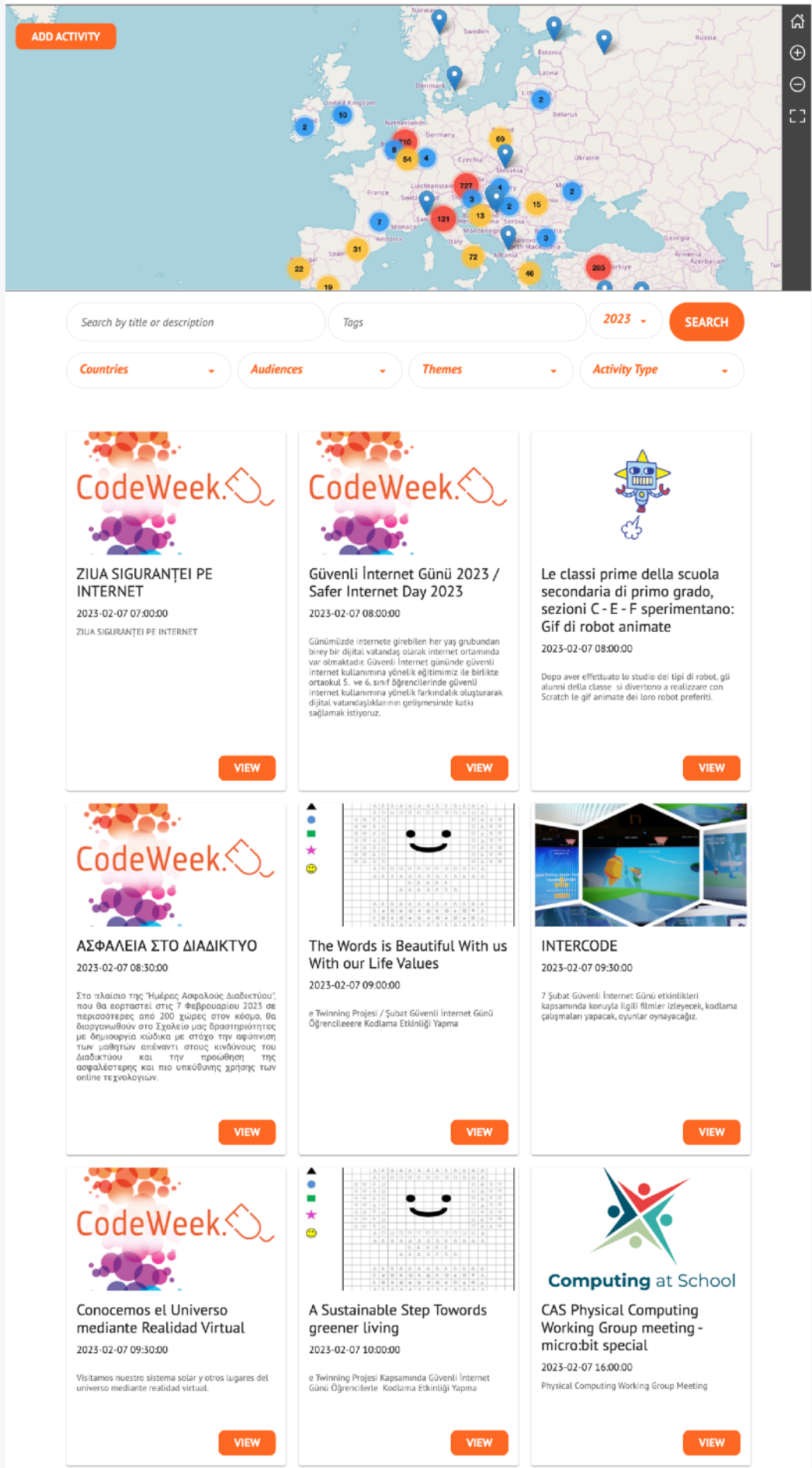


“Activity” / Map

Activities displayed in results offer too little information to be distinguished.

- Search results could be designed to allow easier readability: instead of blunt, often truncated descriptions, provide a type of activity, theme, and type of audience.
- Composition of each activity card should have proper spacing and font sizes to improve overall readability

Moderate



Unclear listing of default activities

Recommendation

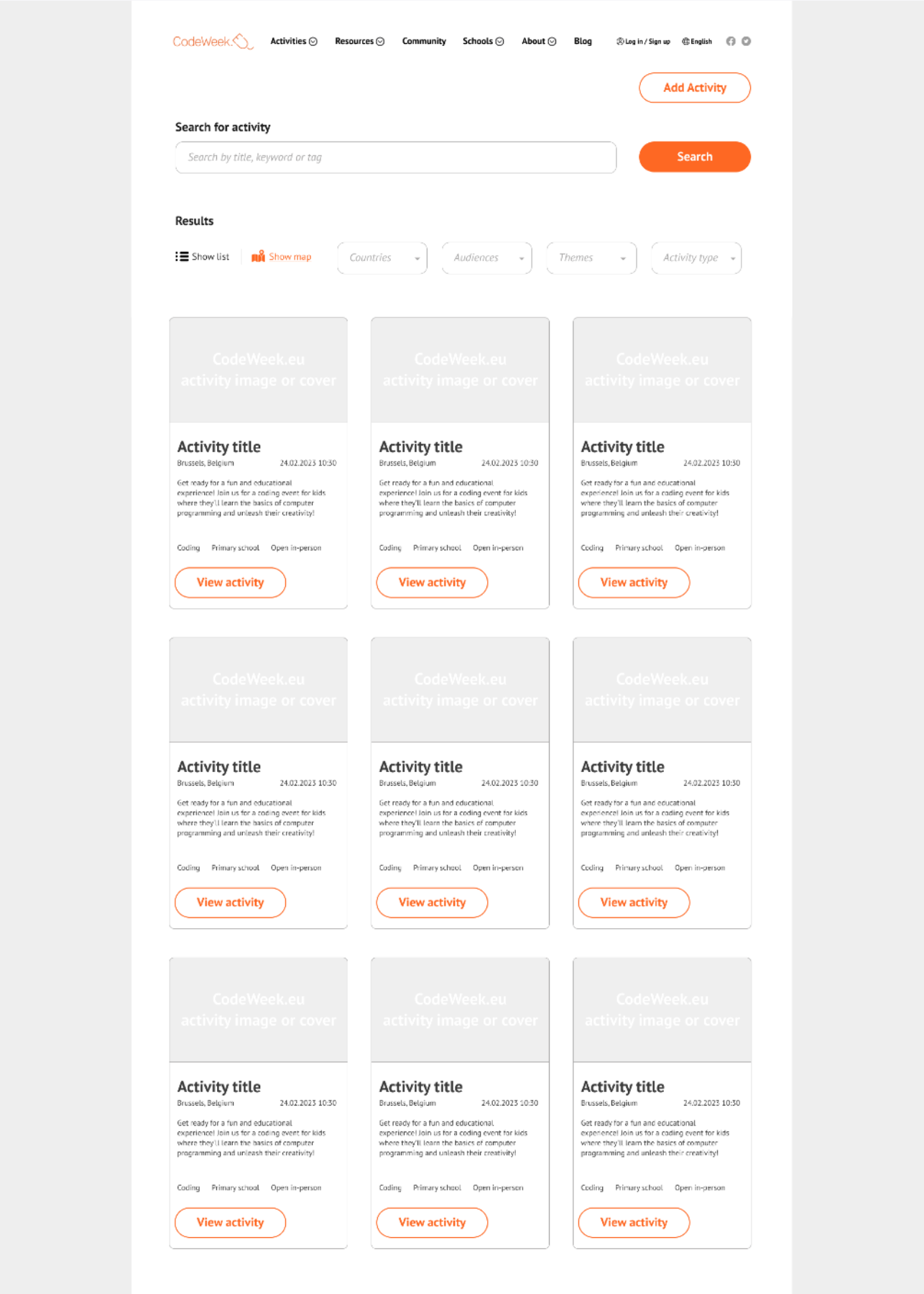


“Activity” / Map

Results should be displayed or, as a list (grid) or on a map

- It would be easier to navigate the page if the search and filtering criteria were on top of the page (just below the main navigation). In that case, users could select desired activity type or category and browse the results, without hovering over the map and encountering scrolling issues. Also, the map content would be more relevant to the search criteria as it would be within the search section not above it.
- map widget could by default display the country of the user's location (like on the Community page)

High effort



Improved Activity page - repositioned search and filtering. Options to display results as a list or on a map

Recommendation

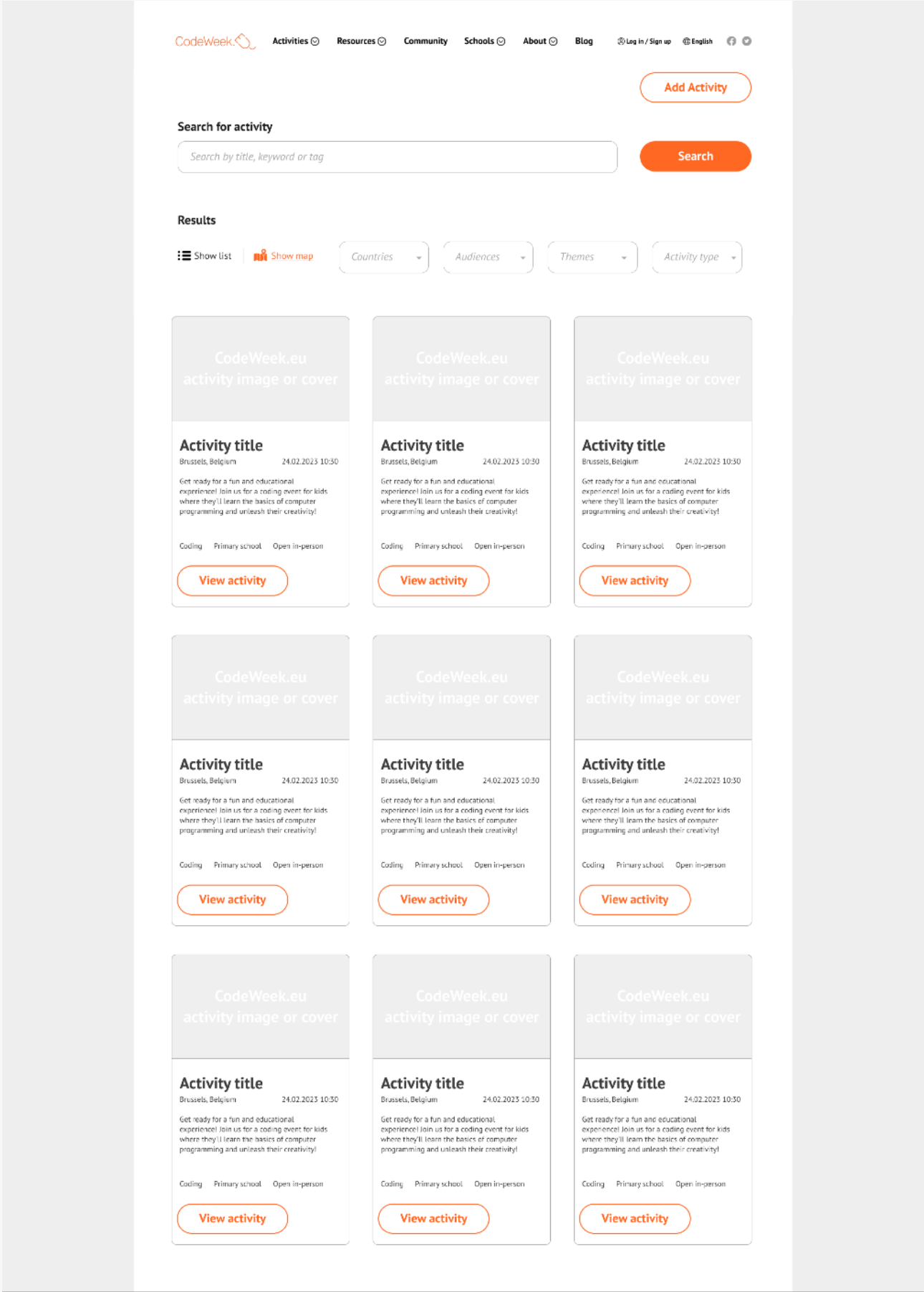


“Activity” / Map

Clear CTA priorities and a clear result list

- CTAs are properly prioritised: Search is the main action, as results cannot be displayed without searching for them. Users may choose to view multiple events, so View CTA is a 2nd priority. Also, Add Activity is a secondary priority as the purpose of the page is to search
- Each card representing the activity has a clear title, short description, date and time, and location. Beyond that, some tags (categories) were provided so users can identify if they are looking at the event of their interest.

High effort



Improved Activity page - repositioned search and filtering. Options to display results as a list or on a map

Recommendation



“Activity” / Map

Alternative page title: Find Activity.

This page offers more ways of finding the activity than just a map. It could be more beneficial for the end users if the page is simply titled Find Activity rather than a Map - it would then suggest that there are many ways to find an activity, not only with the map.

Low effort

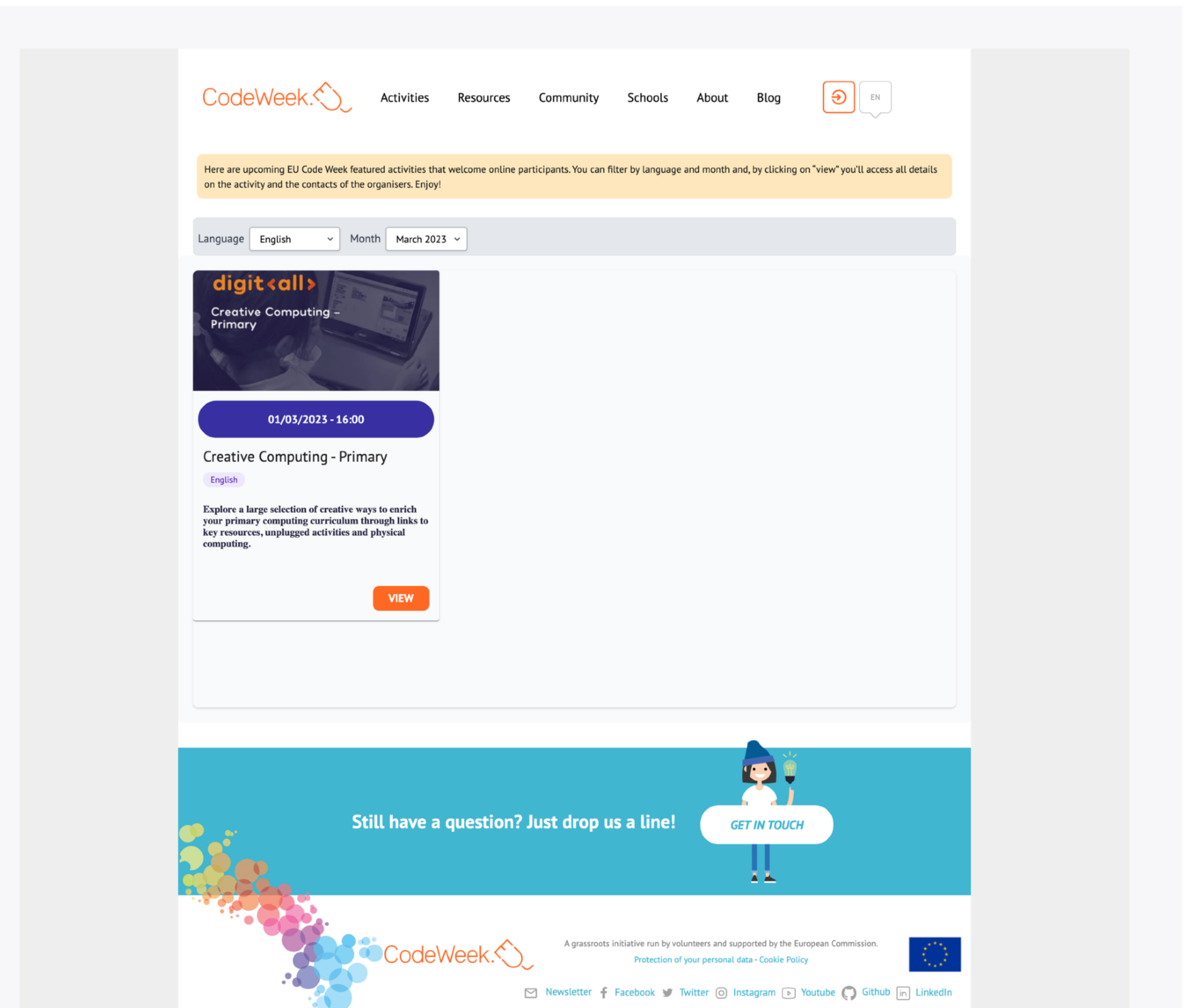


“Activity” / Featured Activities

Unclear offer of the content: what drives the choice of selected results?

- It is not clear what is the purpose of this page. On top of the page, there is a small explanation that the page would consist of featured online events. During the time of this audit, there was only one Featured Activity listed even though Map and search feature shows multiple online events
- The activity card layout is inconsistent with other activity cards design (Map)
- The page offers filtering options that look different to other filtering options (Map), they also behave differently (no need to click the Search button)

Moderate



Unclear listing of activities

Recommendation



“Activity” / Featured Activities

Simplify page offer and align design choices with other pages.

If the mechanism of promoting (featuring) activities is too complex and it often results in displaying only very few results, maybe its purpose should be re-evaluated. It would be interesting to add an explanation of how an event/activity can be listed as a featured one, so the organisers could take steps to achieve that (if possible).

Align visual styles of UI elements with other pages. The filtering option should work and look the same on each page, so users can learn its behaviour (and purpose) faster.

Card design for activities should have a similar design, while its content may slightly differ.

Low effort



“Activity” / Add Activity

Adding activity flow is interrupted by login/signup without the possibility to continue.

This option can be accessed via the Main Navigation, but also with multiple cross-links on the whole Codeweek.eu (i.e: Home Page). Adding activity starts with a login/signup screen.

While the signup/login process offers many ways to log in, there is a break in the flow of adding an activity.

If users click on the action: Add Activity, in the end, they should end up on the screen that allows the to add an activity. However, after signup or login, the user ends up on the Home Page instead of the form allowing to add activity.

Severe



“Activity” / Add Activity

The process contains multiple steps, which are not explained to users.

The form, only at the bottom part, explains that the activity will be reviewed before being published. These steps could be explained already on the Home Page or, at least, on top of the form.

1. Create an account or sign up,
2. Describe details of your activity,
3. CodeWeek.eu will review your activity.
4. You will be notified by email when your activity has been published.

Nice to have

Recommendation



“Activity” / Add Activity

Use “wizard pattern” to guide users through the process

- A wizard is a step-by-step process that allows users to input information in a prescribed order and in which subsequent steps may depend on information entered in previous ones.
- Explain the steps user needs to actually publish the activity. This will avoid confusion and will help organisers to prepare better (avoid last-minute tries for publication).

Medium effort

A screenshot of a 'Personal Information' form. On the left, there is a vertical sidebar with three steps: '1 Personal Info' (highlighted with a green circle), '2 Connect Bank Account', and '3 Set Financial Goals'. The main area is titled 'Personal Information' and contains a sub-header 'Please enter your information and proceed to the next step so we can build your account'. The form fields include: 'Name' (split into 'First' and 'Last'), 'Email' (with an example 'John@company.com'), 'Phone', 'Birth Date' (split into 'MM', 'DD', and 'YYYY'), and 'SSN'. A green 'Next' button is located at the bottom right of the form.A screenshot of a Facebook 'Update Your Security Information' wizard. The top navigation bar includes the Facebook logo, a search bar, and links for 'Home', 'Profile', and 'Account'. Below the navigation bar, there is a progress indicator with three steps: 'Step 1 Email Address' (highlighted), 'Step 2 Phone Number', and 'Step 3 Security Question'. The main content area is titled 'Update Your Security Information' and shows an 'Overall Protection' level of 'Very Low'. It includes a section for 'Contact Email' with a green checkmark and a '+ Add an email address' button. A blue 'Next' button is at the bottom right. The footer contains copyright information and links for 'About', 'Advertising', 'Developers', 'Careers', 'Privacy', 'Terms', and 'Help'.

Examples of the wizard pattern - step by step guide



“Resources” section

Similar to Activities, the Resource section does not have one common landing page.

This section offers access to quite an extensive list of materials for the volunteers to use in their activities. From Coding@Home material to use at home or school, to Podcasts, Trainings, Challenges (including Dance Challenge) to Learn and Teach materials to Presentations and Toolkits.

Various materials can help volunteers at different levels of knowledge and experience, from beginners in the initiative to experienced professionals.

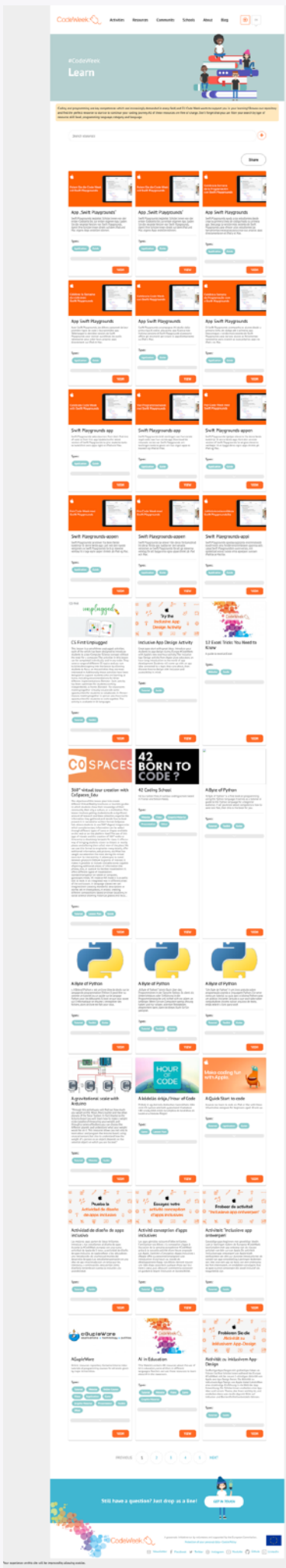
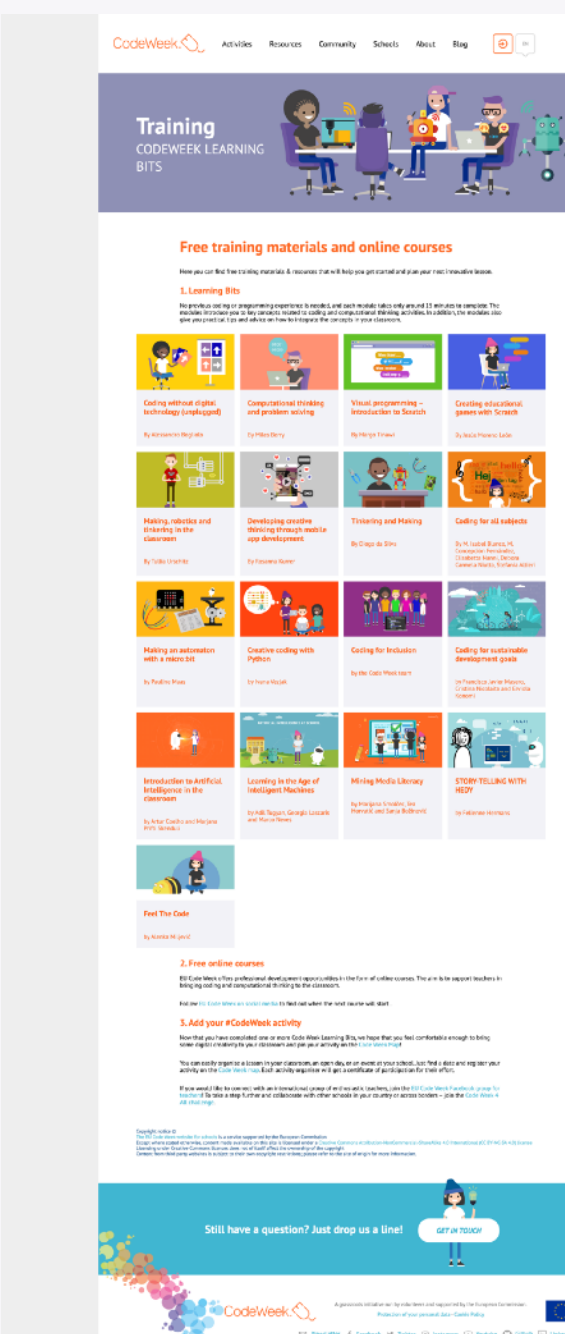
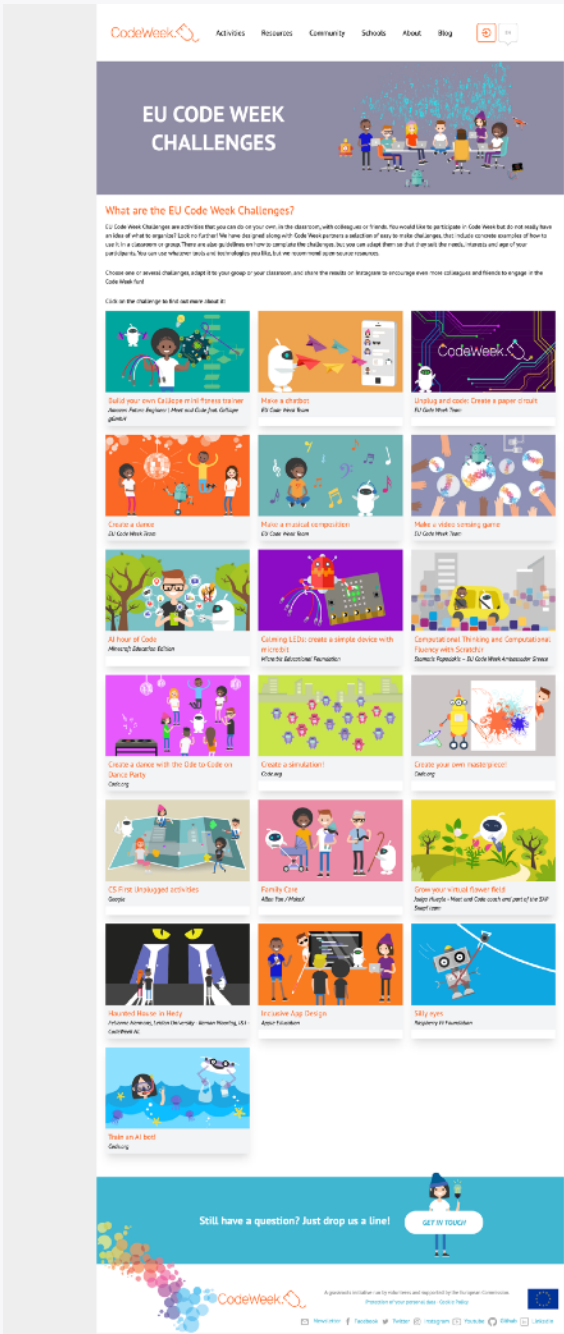


“Resources” Section

Vast inconsistency between page layouts

- What strikes the most is the inconsistency in presenting materials. The design of each of these pages brings difficult to understand the type and content of presented materials, without checking the details first.
- The list of available materials is displayed differently on each page, forcing users to learn each time how to understand the page structure.
- What's more, listed materials very often offer too little information for the user to be able to comprehend what type of resource are they looking at (for which topic it is, what it contains) and assess if the resource could be useful for them.

Moderate



Inconsistency in layouts

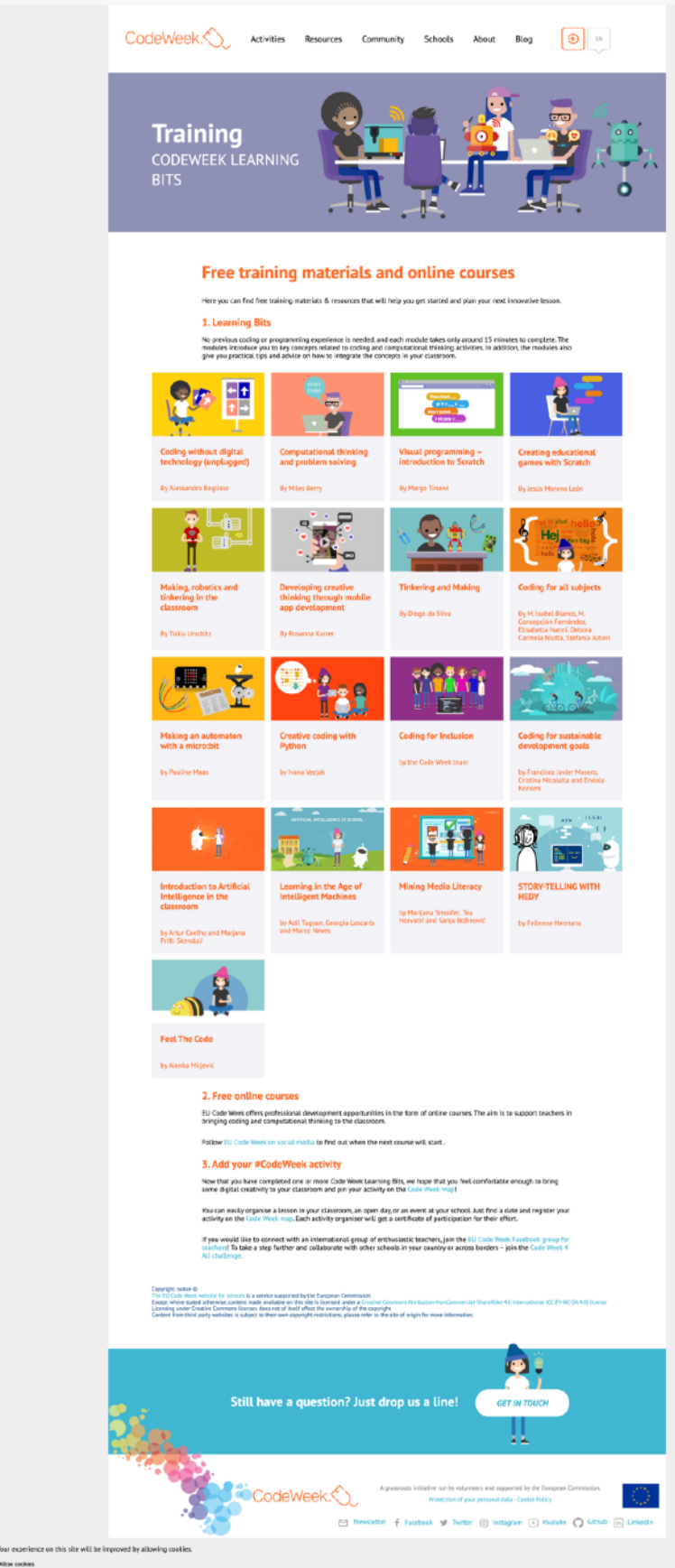
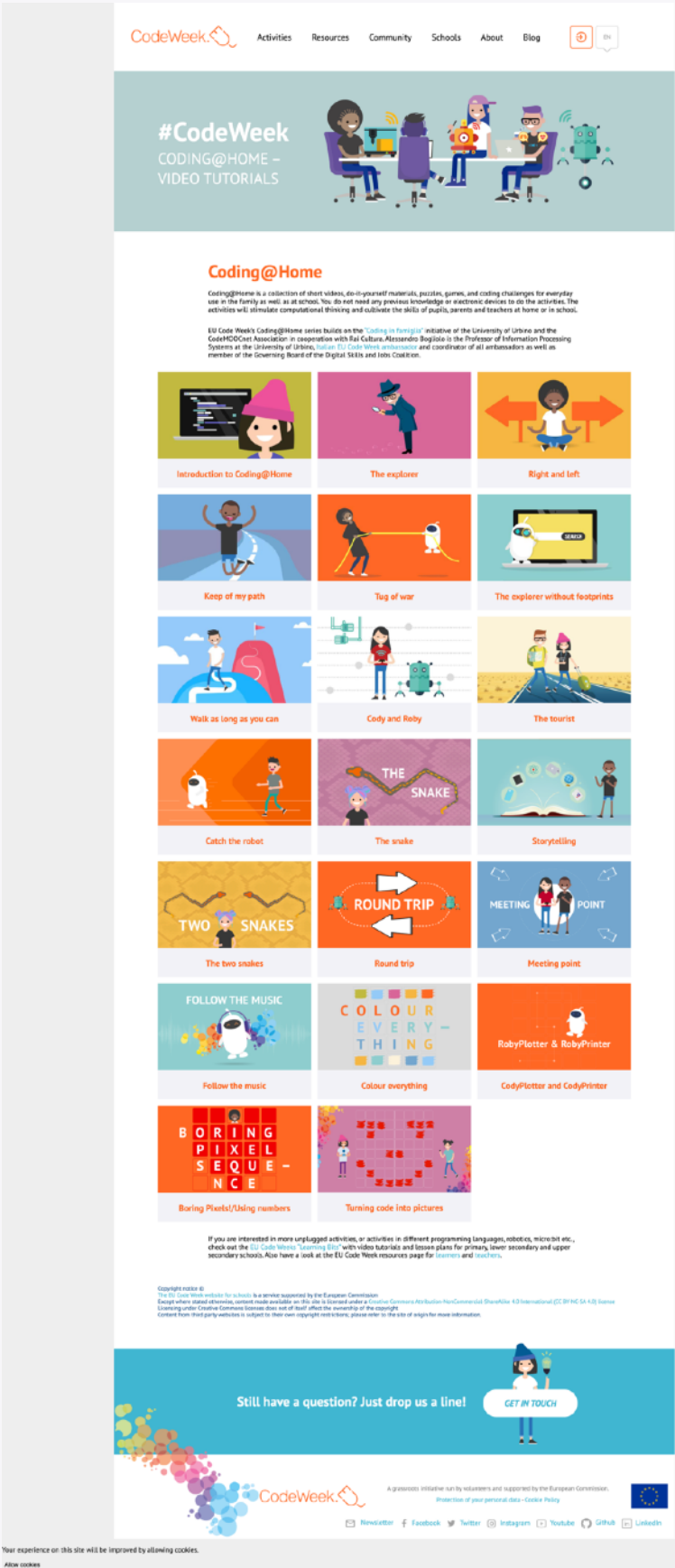


“Resources” Section

Different displays and missing information

- While grid layouts are used often, the design of the cards differs each time: different typography, different alignments, and different type of information offered.
- There is no tagging of the content nor categorisation that could explain better what the material is about.
- There is also no search option to look for specific keywords. As a plus, the Training page consists of links to other free training available on social media and information on how to add training. This is a very good context-based action that can help user add their own training material.

Moderate



Inconsistency in layouts

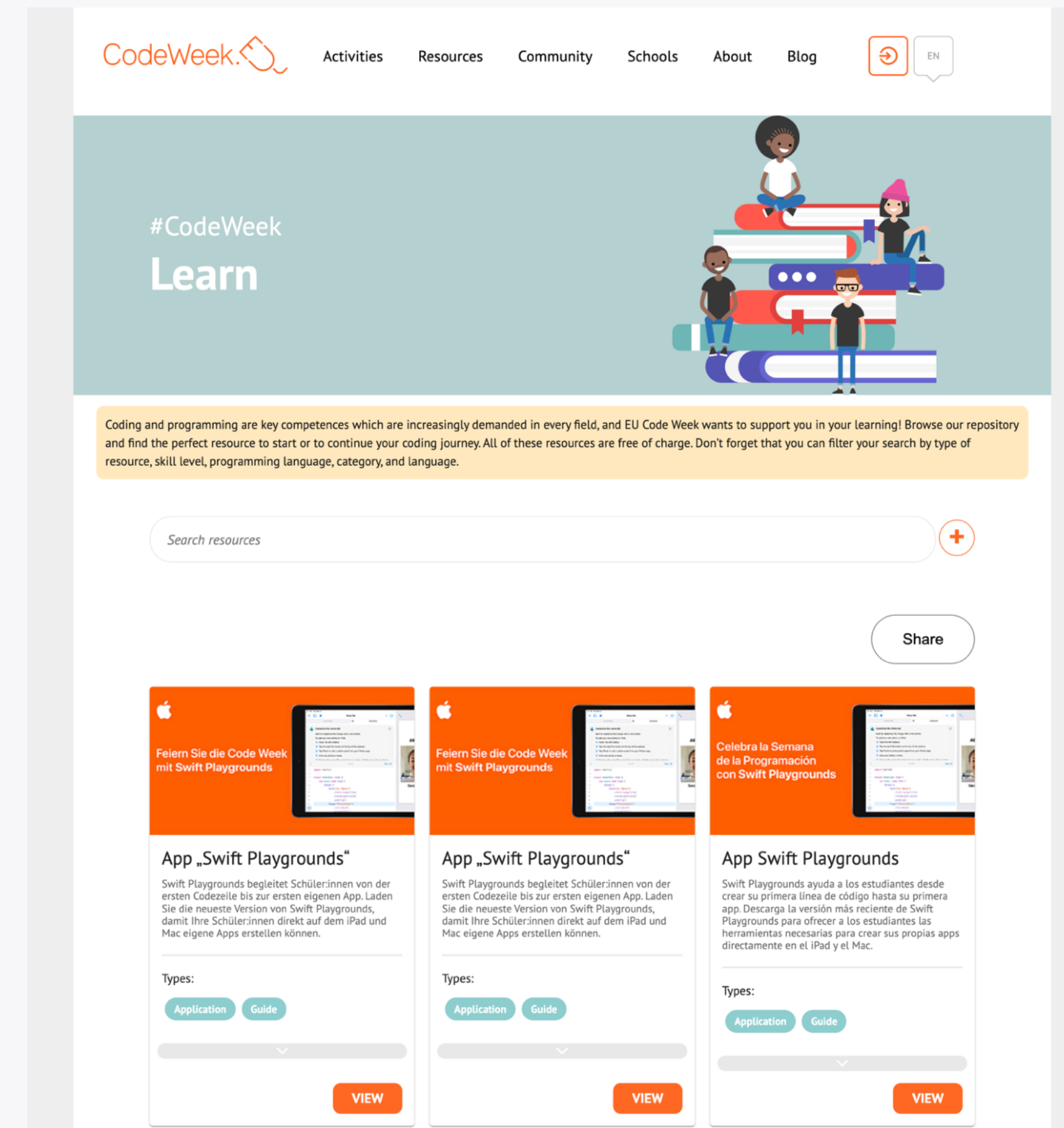


“Resources” Section

Inconsistency in card design and filter options

- Learn and Teach pages include some basic tagging, but and the filtering option is hidden behind plus icon and is not available at once - yet another design for the filtering options.
- Card design for results also differs from other results pages

Moderate



Inconsistency in layouts

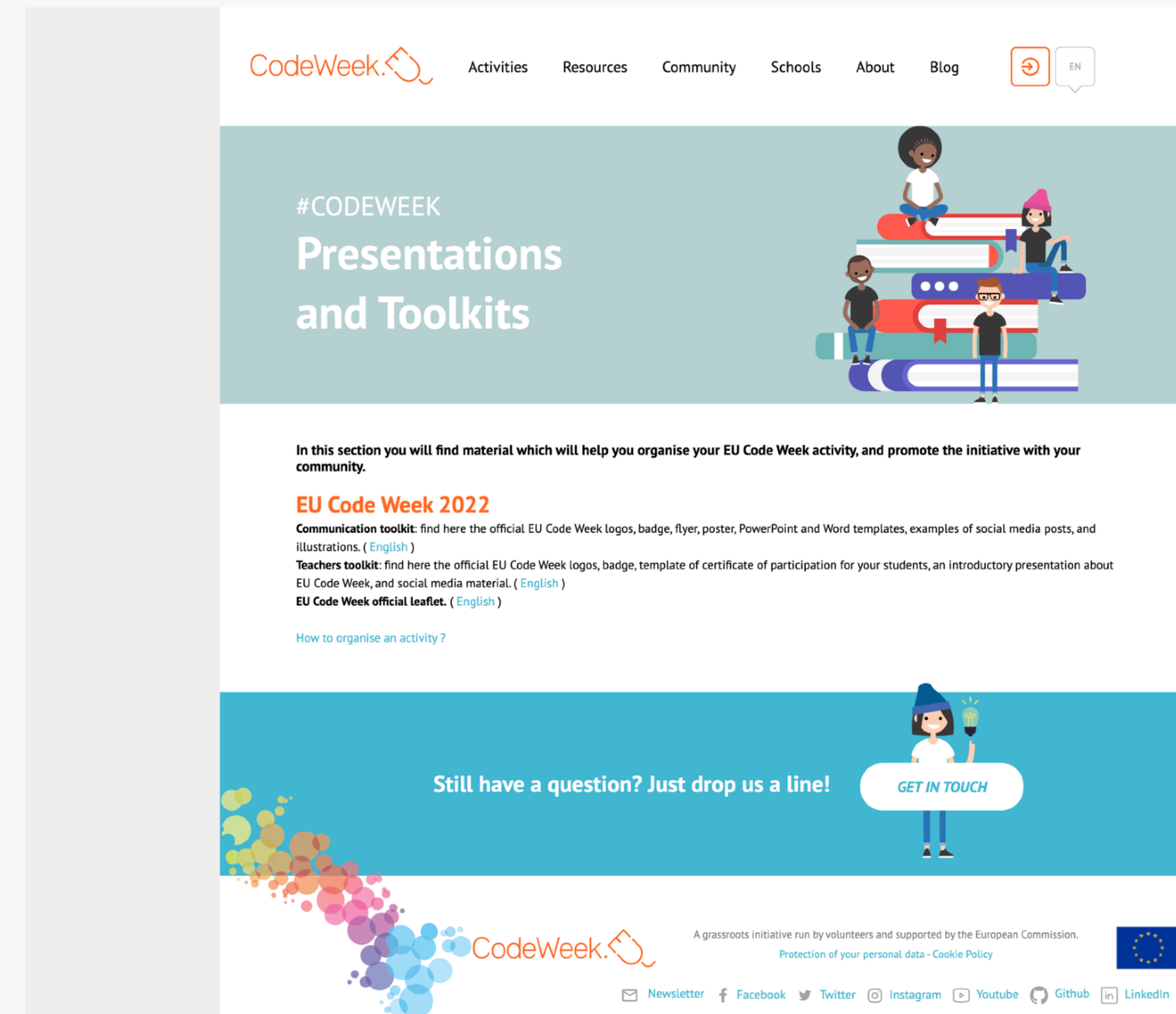


“Resources” Section

Very compact, squeezed information that is hard to read

- The Presentations and Toolkit page is limited to text only. As everything is presented in one paragraph it is harder for users to separate visually different types of information (teachers’ toolkit vs Code Week toolkit vs official leaflets)

Nice to have



Your experience on this site will be improved by allowing cookies.
Allow cookies

Packed and tight paragraphs make text harder to read and spot clickable elements

Recommendation



“Resources” section

Use consistency when designing page layouts or UI elements.

Unify the way that resource materials are listed. It would be easier for the users to learn the page content and improve readability during browsing if lists were designed in a consistent way.

Medium effort

Add additional tagging (categories, themes, keywords) and description (skill level, time to perform etc) so users can identify proper content faster, without the need of checking the details of every single material.

Medium effort

Offer filtering type so users can find easier materials they need, instead of browsing in a vast number of different resources outside their interest.

Medium effort

Use a consistent way to display filters: this feature should work the same, no matter if a user is on a Map or Resources page.

Low effort

UX/UI audit



“Community” section

The community page puts focus on the core of the EU Code Week initiative - its volunteers.

As volunteers are an essential part of this initiative, Codeweek.eu page is dedicated fully to them.

The page contains several parts:

- Introduction
- Ambassadors
- Leading Teachers
- Edu Coordinators
- Volunteer for Code Week



Different parts of the Community section

UX/UI audit



“Community” section

Introduction part

The introduction briefly explains the role of volunteers and allows one to select a country first, so it can display volunteers for it. By default, the country is chosen based on the location of the user, which is a good choice as most often users would like to get information about the country of their residency.

What is surprising is that once the country dropdown is selected, the list of countries available contains all possible countries, also outside the EU and Balkans. It is stated multiple times that the EU Code Week initiative is limited only to EU countries and the Balkans. If so, the country picker should be updated to contain only the list of countries in which the initiative is available.

Nice to have

Recommendation



“Community” section

Introduction part

Improve the country picker by displaying only the list of relevant countries.

Low effort

UX/UI audit



“Community” section

Ambassadors part

It lists up to 3 biographical pieces of information for the ambassadors of this country. The biographical note should be more standard as it's often too long and does not highlight the role the ambassador plays in a specific country, nor how is the ambassador involved in the initiative.

Some countries (ie. Belgium) do not have any ambassadors yet. In that case, there is no information on how volunteers can be selected, how to apply for such roles, or when ambassador(s) will be selected.

Moderate

Recommendation



“Community” section

Ambassadors part

Unify biographical note for the Ambassadors.

Ease contact with the ambassador and highlights her/his involvement in the initiative to help users understand if this is the right person to contact.

Provide information of how to become an Ambassador, directly within this section. This is context-based information so it will be easier for users to find it here, rather than in some other parts of the page.

Medium effort

UX/UI audit



“Community” section

Leading Teachers part

Besides the description, this section contains a map with pins.

The main issue is that these pins do not work in all browsers (encountered permanent issues in MacOS Safari, some issues on MS Windows Edge, and some in MacOS Firefox).

In that case, it is not clear what these pins represent: location of the teacher, schools involved or location of the activities? When the pin is not working in a specific browser, there is no way to click it to display the details.

What's more, even when a specific country is selected the map zooms out to show a part of Europe close to this country, not even just the selected country. Pins on the map are not clickable, so it is not possible to find any Leading teachers with this feature anyway.

Severe

Recommendation



“Community” section

Leading Teachers part

Allow access to Leading Teachers directly on the page: by listing their names and credentials on the page or map (similar to Ambassadors).

When using pins on the map, make sure the solution works in all major browsers.

Medium effort

UX/UI audit



“Community” section

Edu coordinators part

While this section explains the role of the coordinators, it is not providing any information on how to contact them or even know who is assigned to this role.

There is a vague explanation that these are correspondents in Ministries of Education or other educational authorities, but there are no contact details for a specific person or department in these authorities or institutions that may help to provide this information.

Moderate

Recommendation



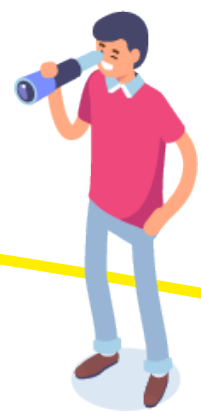
“Community” section

Edu Coordinators part

Help users contact Edu Coordinators by:

- listing them by name or function or,
- providing contact information to the institutions and departments responsible for the cooperation with EU Code Week initiative.

Medium effort



“Community” section

Volunteer for Code Week part

This section explains how to become a volunteer, but also how to become a Leading Teacher and ambassador.

For the last two roles, this information is a bit misplaced. Its context fits more in the dedicated sections above, as users may look for this information in that particular context.

Moderate

Volunteer for EU Code Week

You do not need to take on an official role in the EU Code Week community to be part of the movement. Everyone can organise activities to teach and inspire people to code, do robotics, tinker with hardware, 3D-print etc. and pin their activity [on the map](#). However, if you want to volunteer your time to promote coding and believe in the [vision](#) and [values](#) of EU Code Week, you could potentially become a leading teacher or an ambassador.

If you are an educator passionate about teaching and learning how to code as much as we are, you can find out more about the role and benefits of Leading teachers [here](#). Then you can apply to become a Leading Teacher by filling this [online application form](#). Please note that the number of Leading Teachers per country is fixed which means that applications are open only for some specific countries at a time.

If you want to promote coding in your country, check out the [responsibilities of Ambassadors](#) and take a quick look at the list of EU Code Week Ambassadors. If there are Ambassadors in your country, please get in touch directly with them and see how you can best support the initiative. If there is no one in your country, you can reach out at info@codeweek.eu.

An illustration of four diverse people (two women and two men) standing side-by-side, wearing orange t-shirts with a white logo. They are positioned to the right of the text in the 'Volunteer for EU Code Week' section.

Volunteer for Code Week - offers information about becoming Leading Teachers or Ambassadors, but this information should be provided in other parts of the page.

Recommendation



“Community” section

Volunteer for Code Week part

Provide context-based information: everything related to Ambassadors or Leading Teachers (who are they, what do they do, how to contact them, or how to become one) should be placed within a proper part of the page (in Ambassadors or Leading Teachers).

If, for whatever reason, it is not possible to list contact credentials for the last two sections (Leafing Teachers and Edu Coordinators), consider providing general contact details that can help users take any action to identify and contact desired role.

Low effort

UX/UI audit



“Schools” section

Having a separate entry point dedicated to schools is clearly supporting a strong focus on teachers in the EU Code Week initiative.

This section consists of two pages: Why? and Remote Teaching.



“Schools” section / Why?

Missed practical information about benefits or how to join.

The first page's title is not explaining the full potential of the page.

We missed information on how teachers can join the initiative.

Despite questions in one of the titles: What are the benefits for you as a teacher? this page is not providing information on that matter.

Instead, the Why? page offers help in coding, access to teaching and challenging materials, example cases and quick access to activities.

Moderate

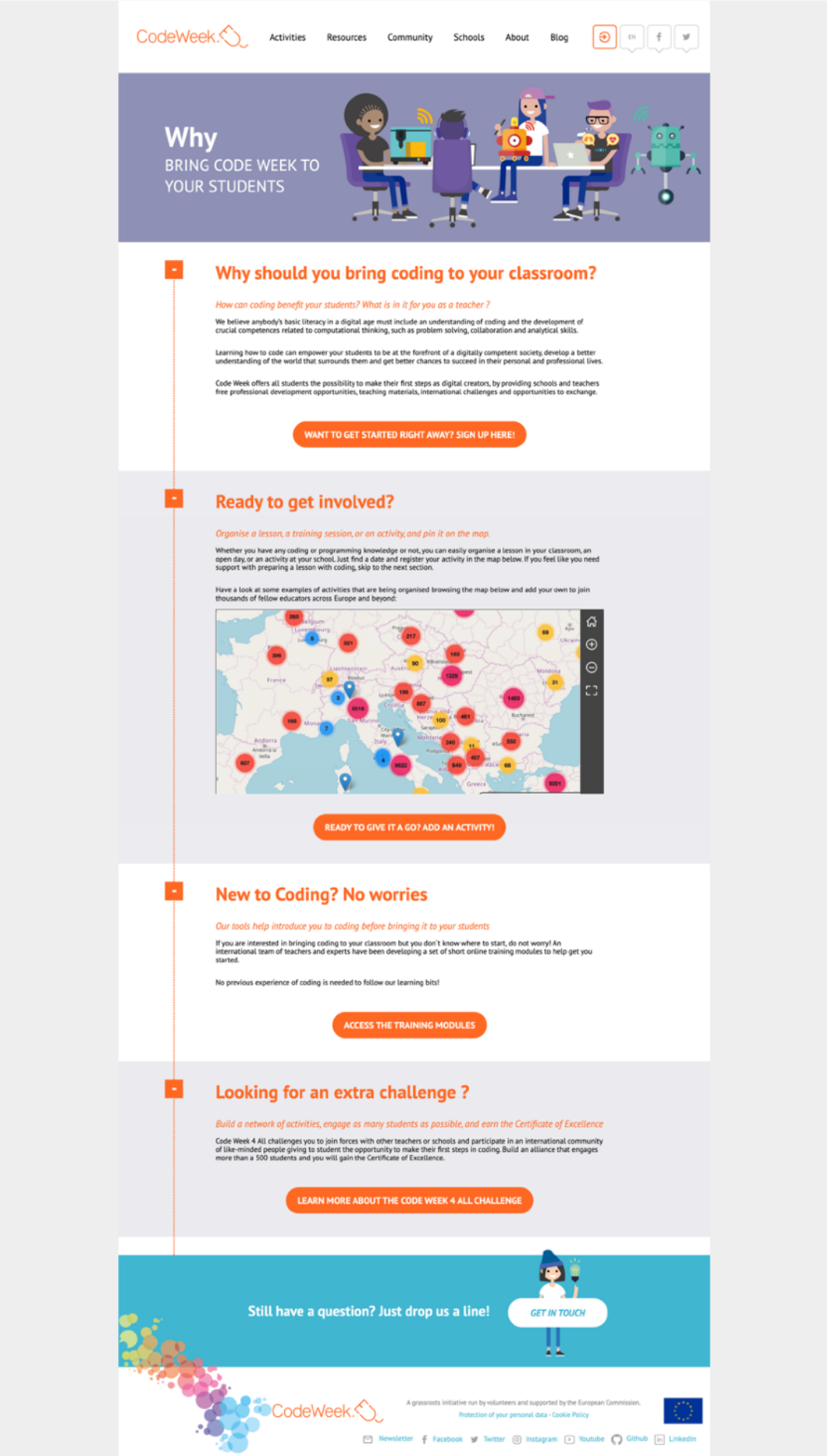


“Schools” section / Why?

Inconsistent layout.

- The page is primarily based on text and is not consistent in displaying paragraphs as it is done on other pages. Yet again forcing users to learn the structure of the page.
- Each of the page sections (paragraphs) seems to be clear and well separated.

Moderate



Another layout for text-based information



“Schools” section / Remote Teaching

Simple, yet clear page design.

- Remote Teaching is a simple, text-based page offering some tips on the subject. While the page offers only text its structure is very clear and very readable.
- Links are marked properly and are easy to identify within the text.



Different, yet simple text-based layout

Recommendation



“Schools” section

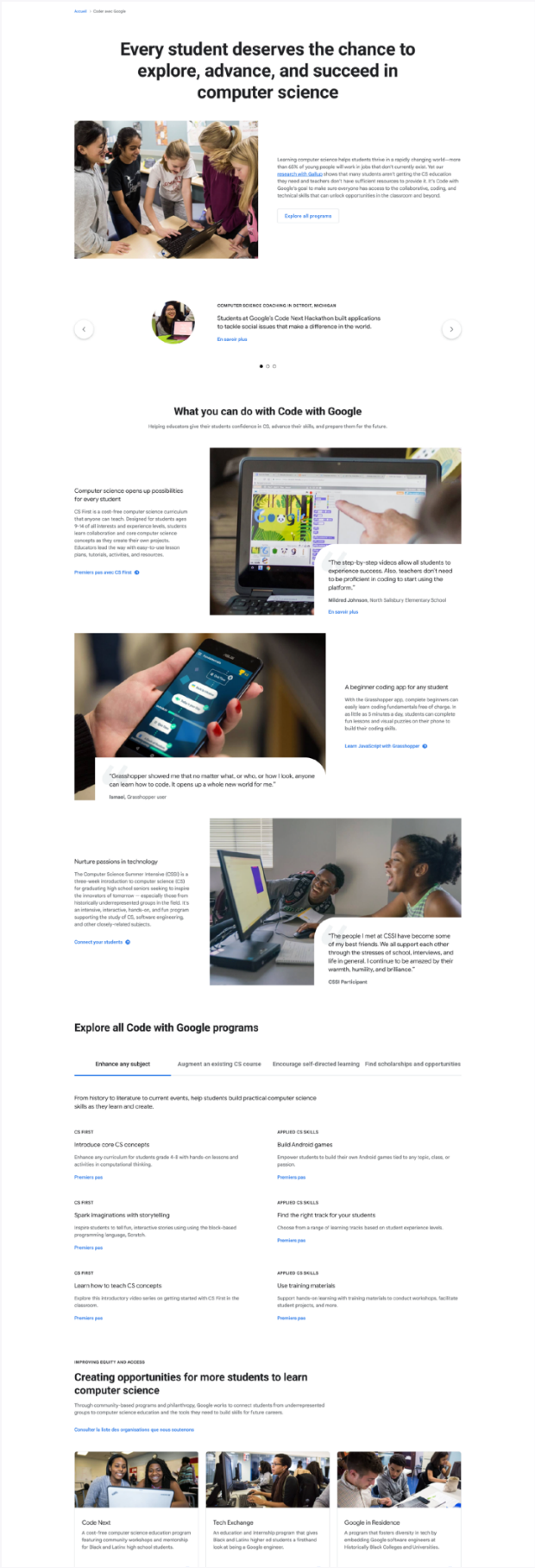
Build consistent layouts and use storytelling to maximise engagement.

- Both pages could offer a more consistent way of displaying text-based information. Users should not learn every time how each page on the same website work. It would help scan, process and understand page content and would improve the findability of information.

Medium effort

- To make the pages more visually appealing both pages could change the reading page by offer design that is more based on storytelling: different blocks for each section, change of pace and rhythm, clear actions..

Low effort



Google offers nice storytelling on their landing page: Different parts of the page focus on different problem and need. Different section layout changes the rhythm of the narration. Interactive features build more engagement in different pace. .

UX/UI audit



“About” section

About section offers several pages that offer detailed information about EU Code Week initiative, its values, partners and sponsors, but also about some extra events related to the initiative like Treasure Hunt.



“About” section

Addressing the main audience is reduced to a minimum

- What strikes the most, is that this section of the website is not specifically targeted to teachers or schools. There is a nice and detailed explanation of the initiative and why it is focused on coding. It states, that anyone can participate.

However, there is only one very short paragraph inviting schools to join the initiative. If we combine this with rather vague explanations of the initiative on the Home Page - teachers who visit the site for the first time and would like to familiarise themselves with the initiative and learn about it, will not understand that this initiative is targeted mainly at them.

Moderate



Main target is addressed in one of the shortest paragraphs.

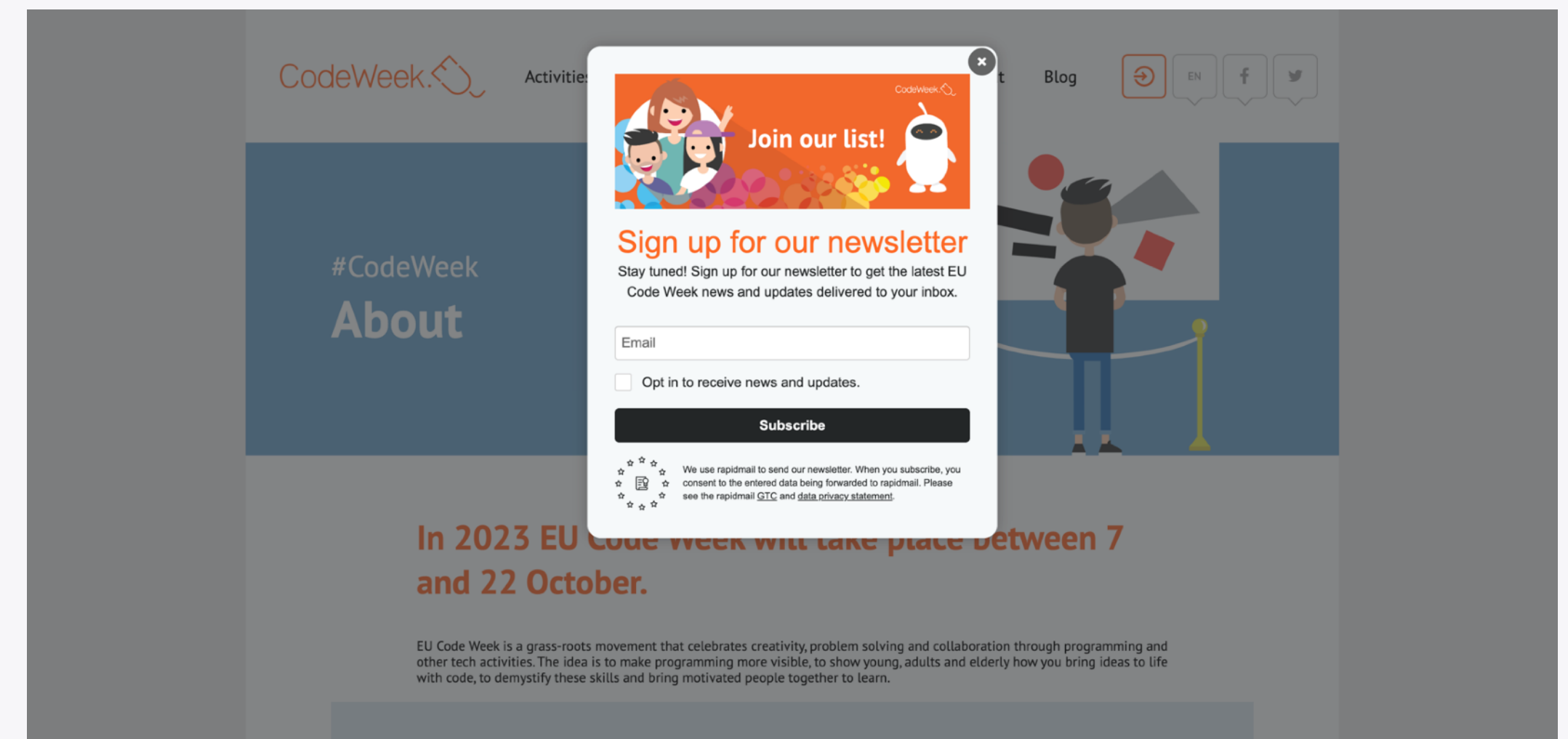


“About” section

The browsing experience is disrupted by the newsletter overlay, which comes back every time we visited the page

- Viewing the page is disturbed by the constantly displayed Newsletter popup that overlays the content. The page is not remembering users' choices - neither if they ignore to popup and close it, nor if they actually subscribe. The popup will appear every time visit the page.

Severe



The newsletter overlay welcomes us each time, regardless of the user action.

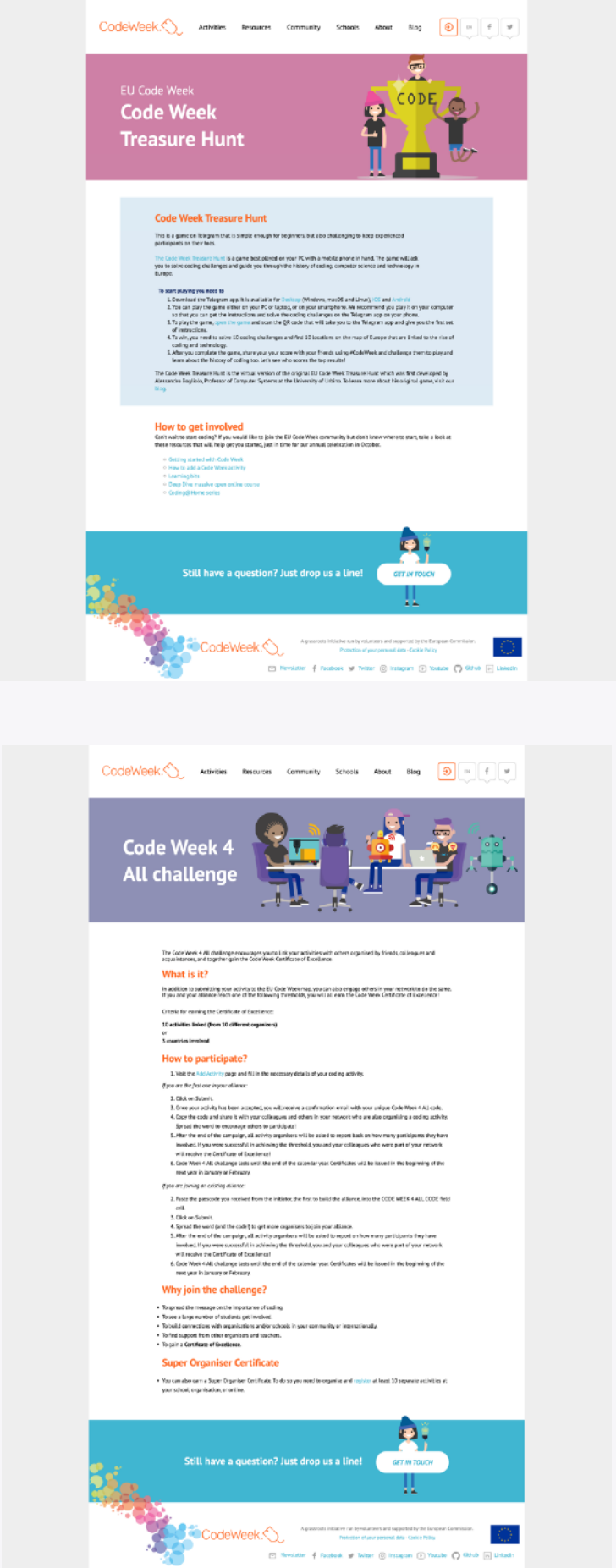


“About” section

More inconsistency in layout, also compared to other sections of the site

- Additional pages within this section offer mainly text-based information. However, there is no consistency in the layout of these pages.
- It is important to highlight, that while pure text-based pages are inconsistent with other pages within this site, their structure is very clear and readable.

Moderate



New pages - new layouts

Recommendation



“About” section

Align copy and message across the whole website

Align the message on the Home Page and About pages. If the initiative is targeted mainly to Teachers and Schools, it should be clear why these groups should join, how they will benefit from it and how the initiative can help them during the participation. Both Home Page and About page could outline various target groups and their benefits - but it is important that users could identify themselves with one of these groups by reading a message crafted specifically for them.

Low effort

The design of the page should clearly and visually highlight important information like who can join or benefit, what are the benefits, and what is the main offer of the initiative rather than blending this information within long paragraphs. This could be achieved by using different typography, bullet points and visual indicators like icons or images.

Low effort

A large yellow triangle is positioned on the left side of the slide, pointing towards the center.

Heuristic evaluation

Heuristics analysis



Usability heuristics

Usability heuristics are a set of guidelines for evaluating the usability of a user interface. With a set of pre-defined rules, we can inspect a website (or any digital product) to identify any design issues associated with the interface or user experience.

Heuristics are based on the idea that there are certain principles of user interface design that, if followed, will make a product more usable. There are 10 usability heuristics identified as:

1. Visibility of system status
2. Match between the system and the real world
3. User control and freedom
4. Consistency and standards
5. Error prevention
6. Recognition rather than recall
7. Flexibility and efficiency of use
8. Aesthetic and minimalist design
9. Help users recognize, diagnose, and recover from errors
10. Help and documentation

Heuristics analysis

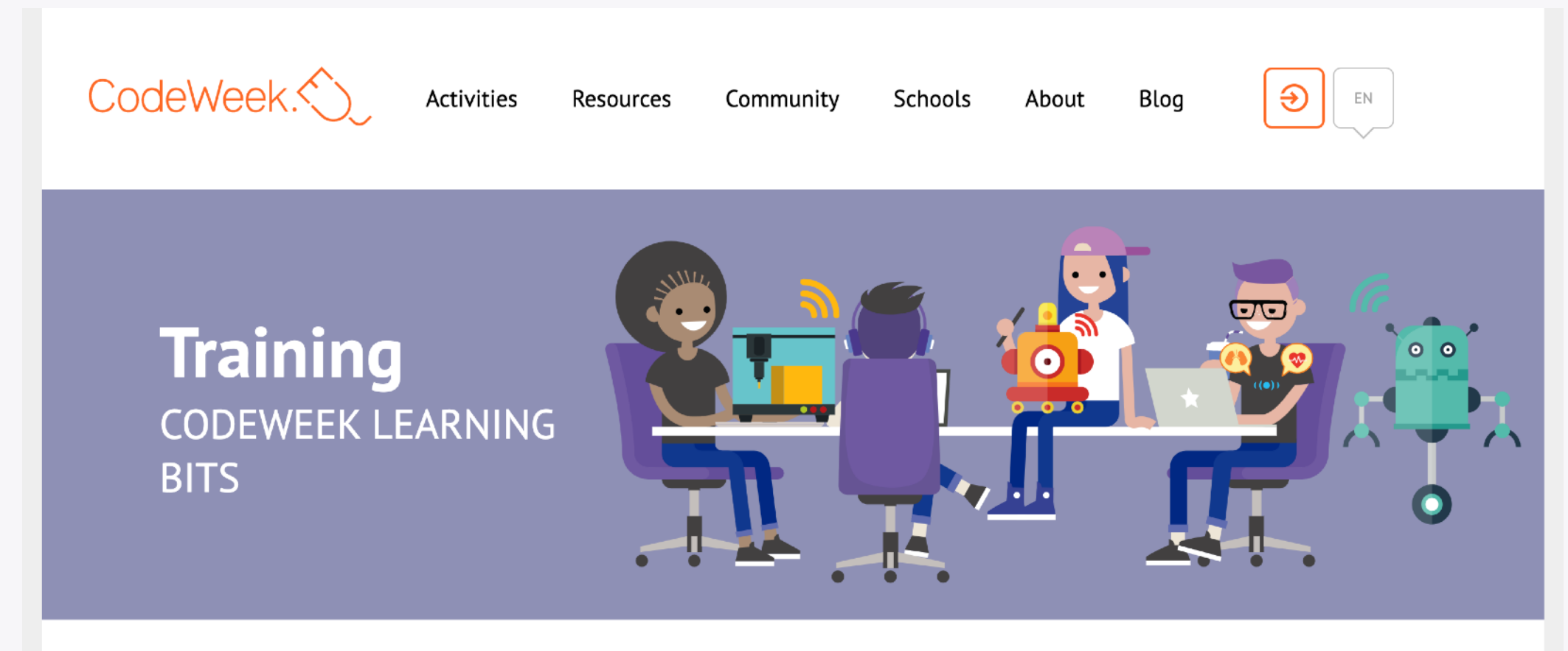


Visibility of System Status

The system must always inform the user about what is going on in a reasonable time with appropriate feedback: where am I and what are available steps/actions.

- The website does not indicate at any point where the user is located in its structure. Main Navigation has multiple pages within main sections, but the only indication is on the hero image of the last page in the hierarchy.

Moderate



Navigation does not indicate in which section this page is located

Heuristics analysis



Visibility of System Status

The system must always inform the user about what is going on in a reasonable time with appropriate feedback: where am I and what are available steps/actions.

- While registering a new event, there is no indication of how the process will look like and at which step user is currently on. There is also no indication of what would be the next step.

Severe

There should be a clear explanation that it takes several steps before the activity will be published.

Heuristics analysis

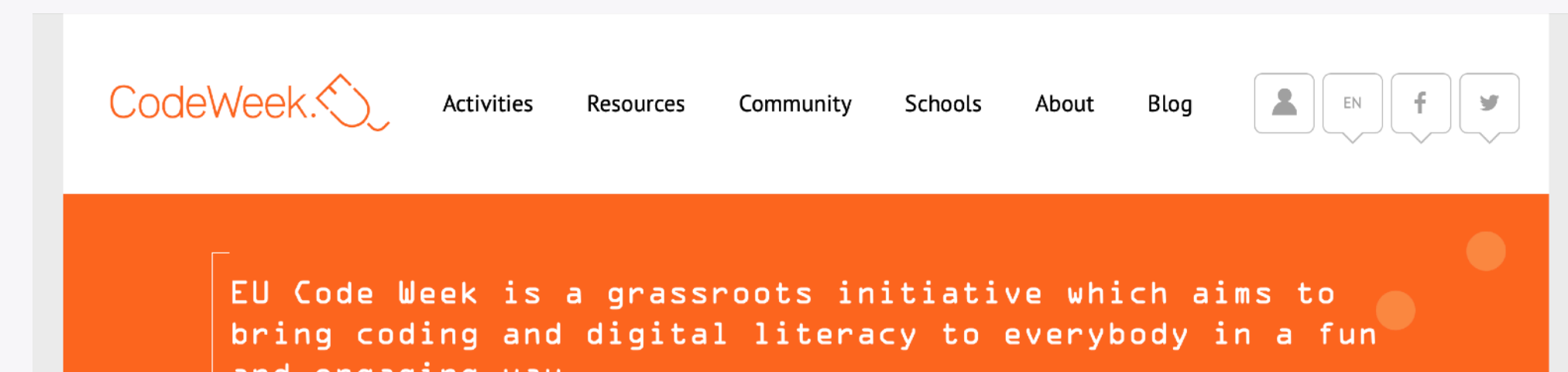
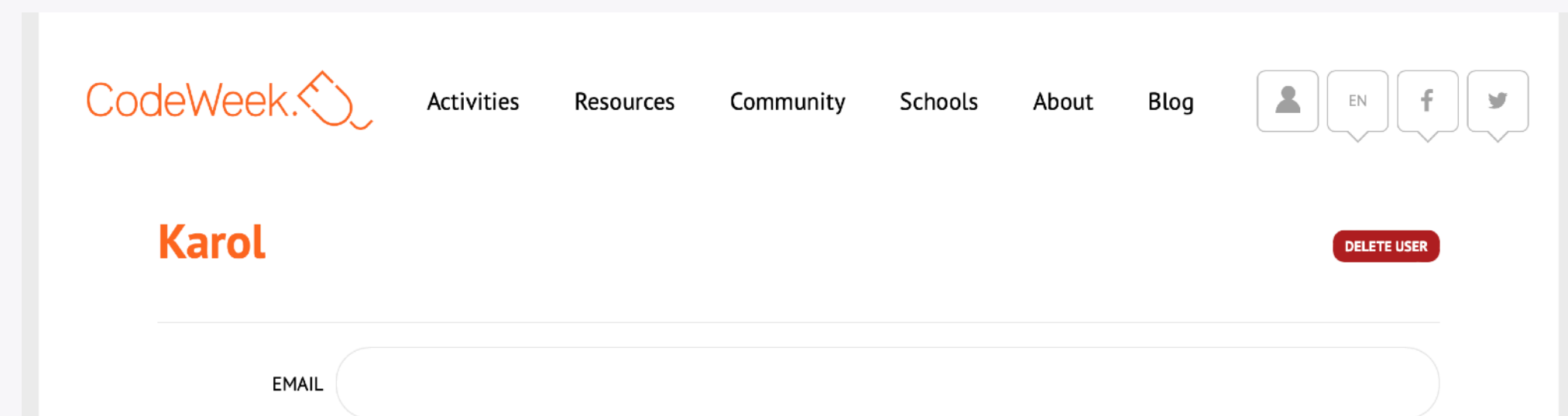


Visibility of System Status

The system must always inform the user about what is going on in a reasonable time with appropriate feedback: where am I and what are available steps/actions.

- Within the My Profile section, there is no indication, of where the user is currently located.
- General information to explain that the user is already logged in is insufficient and can be missed by the user (for security reasons, if they forgot to log out)

Nice to have



Missed information about location and insufficient marking if the user is logged in

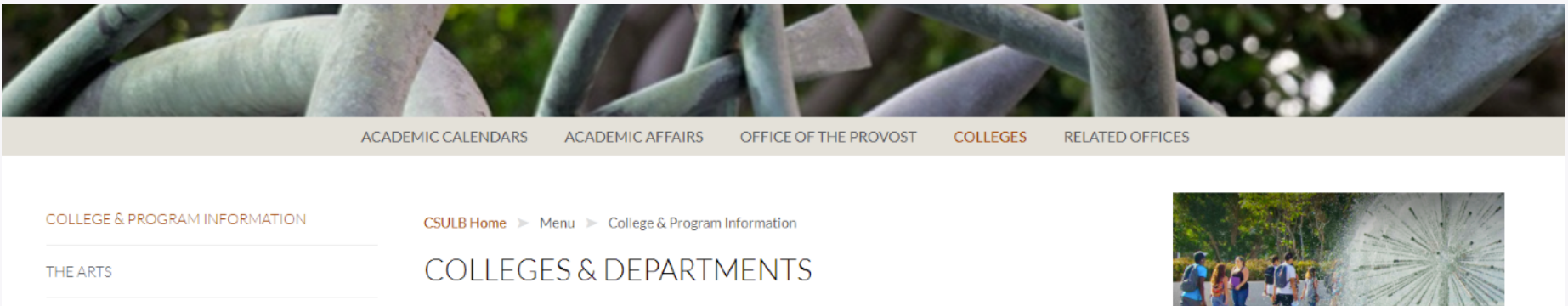
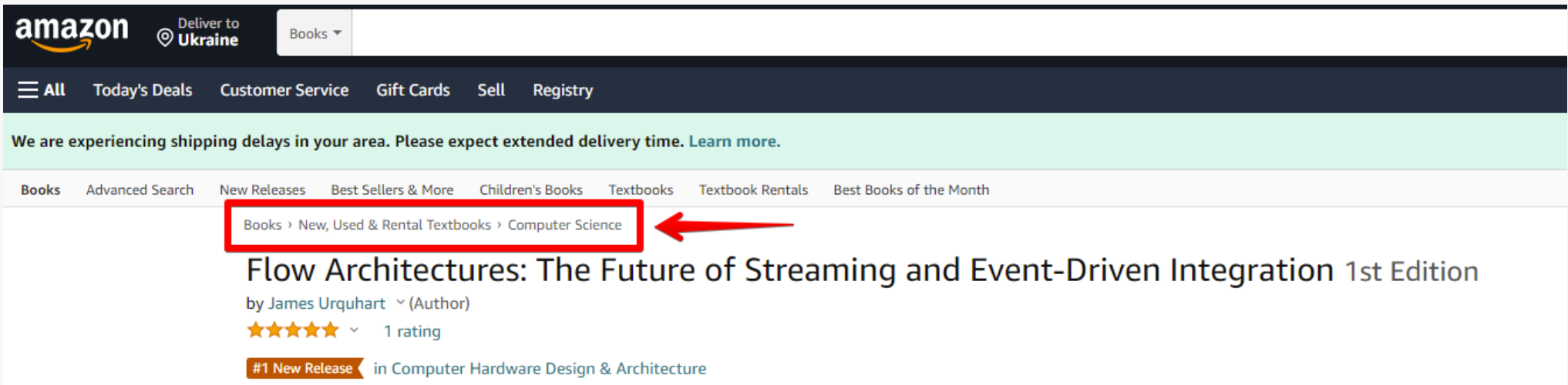
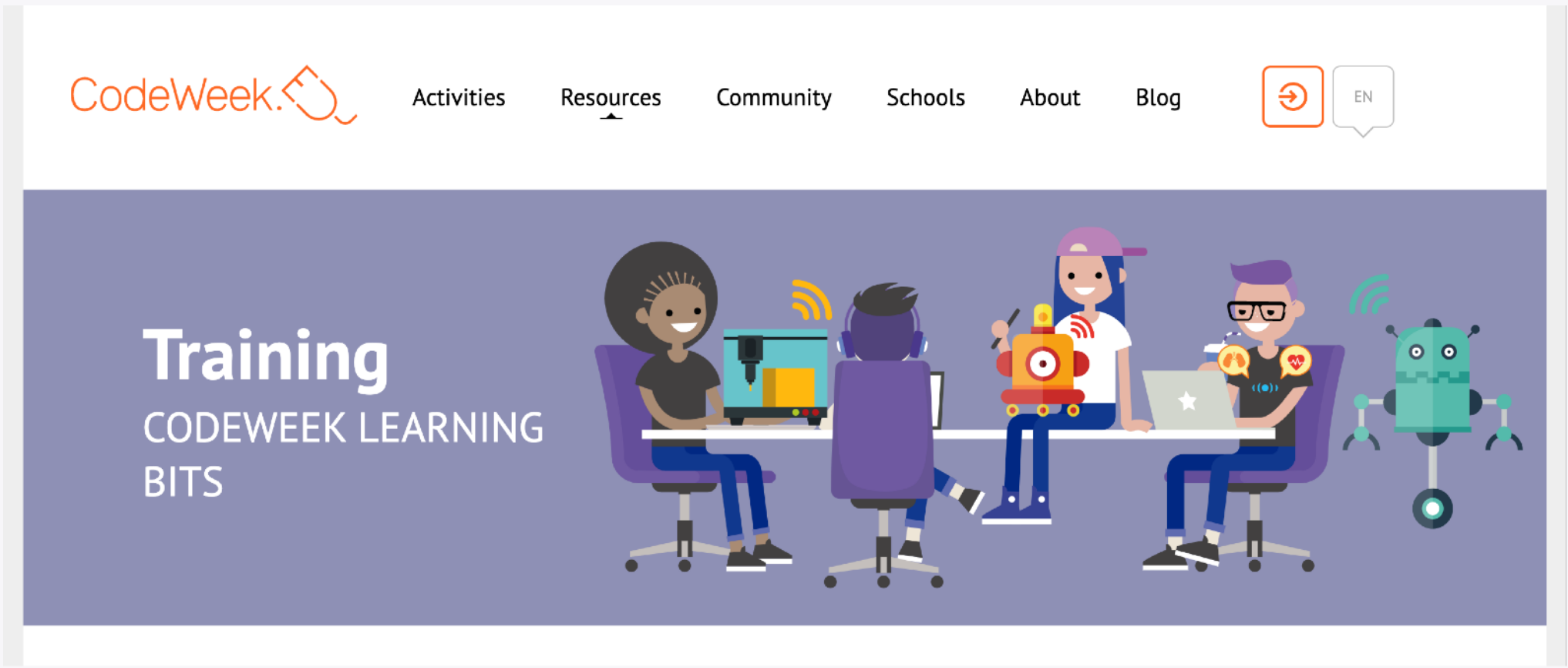
Recommendations



Visibility of System Status

- use visual highlights to indicate active sections
- use breadcrumbs to explain the website hierarchy and user's position
- It should be always clear for the user where are they located, how did they get there, and where they can go from here

Low effort



Example of an indication of active section and breadcrumbs

Heuristics analysis



Match Between System and the Real World

Remember to Speak the user’s language. Use phrases, words, and concepts the user is familiar with, following real-world conventions naturally and logically.

- The website is using vague vocabulary to explain the initiative but does not use phrases that are related to schools’ curriculums. This may block users when searching for information on the website.

Severe

Run by volunteers

EU Code Week is run by volunteers. One, or several, [Code Week Ambassadors](#) coordinate the initiative in their countries, but everyone can organise their own activity and add it to the [codeweek.eu](#) map.

Supported by the European Commission

EU Code Week was launched in 2013 by the Young Advisors for the Digital Agenda Europe. The European Commission supports EU Code Week as part of its strategy for a [Digital Single Market](#). In the [Digital Education Action Plan](#) the Commission especially encourages schools to join the initiative.

The goal is to help more young people to master the basics of coding and computational thinking.

Schools

Schools at any levels and teachers of all subjects are especially invited to participate in EU Code Week, to give the opportunity to their students to explore digital creativity and coding. Learn more about the initiative and how to organise your activity via the webpage dedicated to teachers: [CodeWeek.eu/Schools](#)

Why coding?

It's about Pia, who felt like she had to study law, even though she always enjoyed maths and playing with computers. It's about Mark, who has the idea for a better social network, but can't build it on his own. It's about Alice, who dreams about making robots because her parents don't allow her to have a cat.

It's about those of you who are already helping these dreams come true.

Actually, it's about all of us. Our future. Technology is shaping our lives, but we're letting a minority decide what and how we use it for. We can do better than just sharing and liking stuff. We can bring our crazy ideas to life, build things that will bring joy to others.

It's never been easier to make your own app, build your own robot, or invent flying cars, why not! It's not an easy journey, but it's a journey full of creative challenges, a supportive community, and tons of fun. Are you ready to accept the challenge and become a maker?

Coding also helps develop competences such as computational thinking, problem solving, creativity and team work – really good skills for all walks of life.

Alessandro Bogliolo, coordinator of the EU Code Week team of ambassador volunteers said:

"From the beginning of time we did many things using stone, iron, paper and pencil that have transformed our lives. Now we live in a different era where our world is moulded in code. Different eras have different jobs and skills demand. During Code Week we want to give every European the opportunity to discover coding and have fun with it. Let's learn coding to shape our future".

Example of a copy in the About section - focuses on marketing message rather than precise language

Recommendations



Match Between System and the Real World

- Use precise language and offer content that speaks to users' needs.
- Use examples of school programs and lessons, and real classroom examples could help teachers understand the potential and the benefits of participation in the initiative.

Medium effort

A screenshot of the Google for Education website. The header includes the Google for Education logo and navigation links: 'Pourquoi choisir Google?', 'Google Workspace for Education', 'Chromebooks', 'Premiers pas', 'Pour les enseignants', and a 'Contacter le service commercial' button. The main heading is 'What you can do with Code with Google', with the subtext 'Helping educators give their students confidence in CS, advance their skills, and prepare them for the future.' Below this, there is a section titled 'Computer science opens up possibilities for every student' which describes the CS First program. To the right of this text is an image of a laptop screen showing the Code with Google interface, with a hand pointing at the screen. A quote from Mildred Johnson, North Salisbury Elementary School, is overlaid on the image: 'The step-by-step videos allow all students to experience success. Also, teachers don't need to be proficient in coding to start using the platform.' Below the quote is a link 'En savoir plus'.

Example of a copy on Code with Google. Precise text that addresses real problems

Heuristics analysis



Consistency and Standards

The system's design must be consistent so that users are not confused about whether different expressions, conditions, or actions mean the same thing.

- Text-based layouts do not offer consistent patterns that could help them find and understand information

Moderate



Example inconsistency

Heuristics analysis

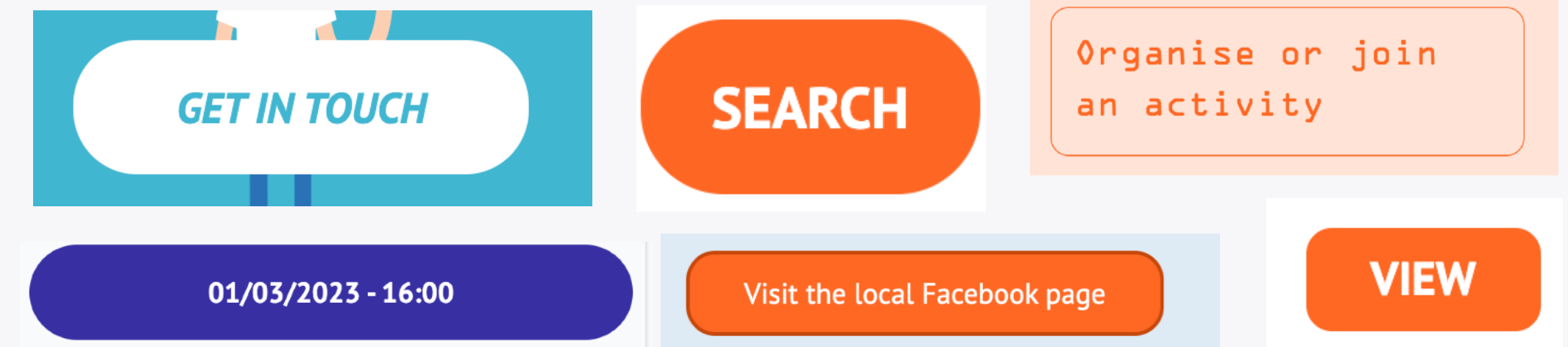


Consistency and Standards

The system's design must be consistent so that users are not confused about whether different expressions, conditions, or actions mean the same thing.

- The website is using multiple, inconsistent style for: hyperlinks buttons, typography and alignment.

Moderate



Example inconsistency

Heuristics analysis



Consistency and Standards

The system’s design must be consistent so that users are not confused about whether different expressions, conditions, or actions mean the same thing.

- Website contains different patterns (design and experience) for options like search and filtering or cards (search results)

Severe

The screenshot displays a website interface for searching resources. At the top, there is a search bar labeled "Search resources" with a plus icon. Below it, there are filters for "Language" (set to English) and "Month" (set to March 2023). Further down, there are more filters: "Search by title or description", "Tags", "2023", and a "SEARCH" button. Below these are four more filters: "Countries", "Audiences", "Themes", and "Activity Type". The main content area shows several resource cards with different designs and layouts. One card is titled "Bioinformatics and Coding: where science and tech meet!" by Povilas Norvaisas. Another card is titled "Make a chatbot" by the EU Code Week Team. A third card is titled "Computational thinking and problem solving" by Miles Berry. A fourth card is titled "Creative Computing - Primary" and includes a date "01/03/2023 - 16:00". Each card has a "VIEW" button at the bottom right.

Example inconsistency

Recommendation



Consistency and Standards

- Create only few content templates that will represent different type of content. Use these templates for similar content type: text-only, text-images, search/filter results, image-based content etc. Be consistent in using templates.

Medium effort

- Align and be consistent with design patterns and UI elements. E.g. buttons should have 1 primary version, 1 secondary version. Buttons should use one of these versions according to the priority, but should not have a style that do not match any of the version.

Low effort

- Limit typography choices: match typography using typography and pairing rules. Stay consistent with typography choices.

Low effort

Heuristics analysis



Error Prevention

Best designs carefully prevent problems by eliminating error-prone conditions or presenting users with confirmation options before taking action.

- Filters do not offer defaults or examples of use. This is especially case for tags
- Search does not offer examples of use (what can be typed in)

Moderate

The screenshot shows a search interface with the following elements:

- A search bar with the placeholder text "Search by title or description".
- A "Tags" input field.
- A dropdown menu showing "2023" with a downward arrow.
- An orange "SEARCH" button.
- Four filter buttons below the search bar: "Countries", "Audiences", "Themes", and "Activity Type", each with a downward arrow.

It is not clear how to use tags search - what can be typed in?

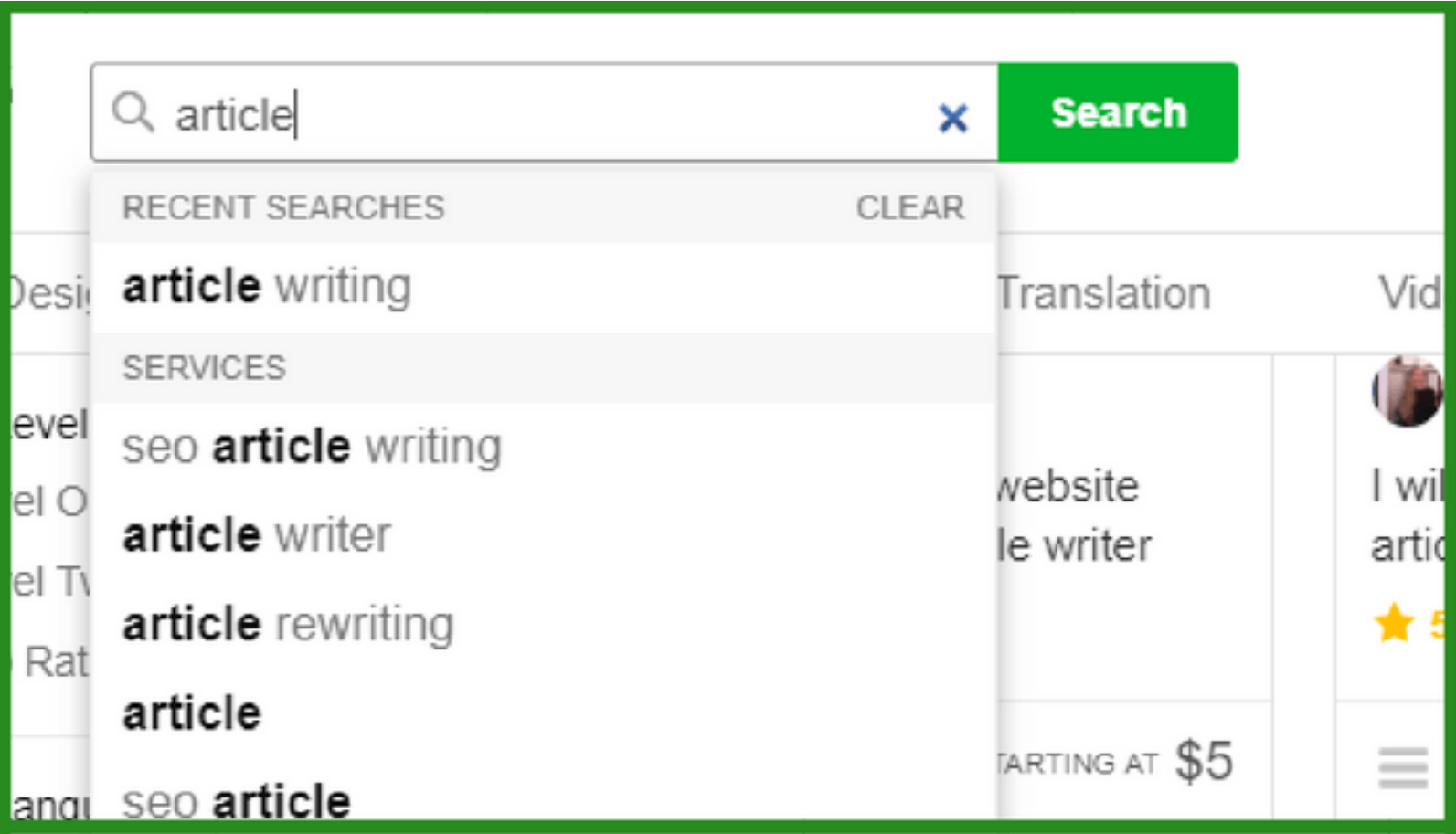
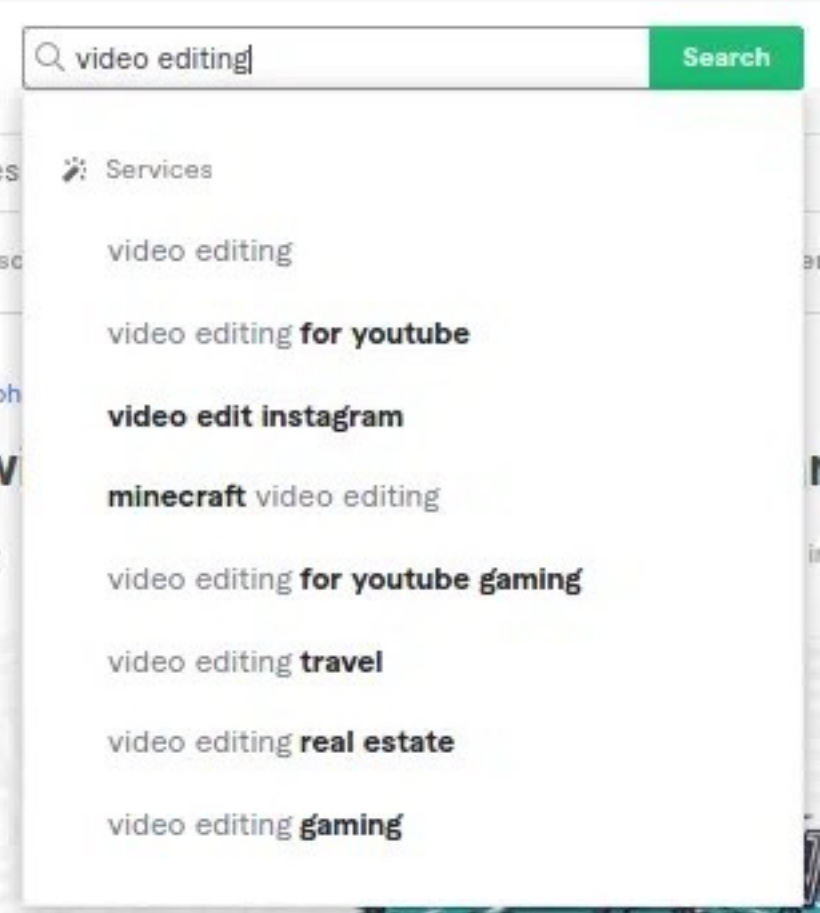
Recommendation



Error Prevention

- For search and tags offer hints that may prevent users from typing wrong keywords

High effort



Examples of search and keywords suggestions

Heuristics analysis

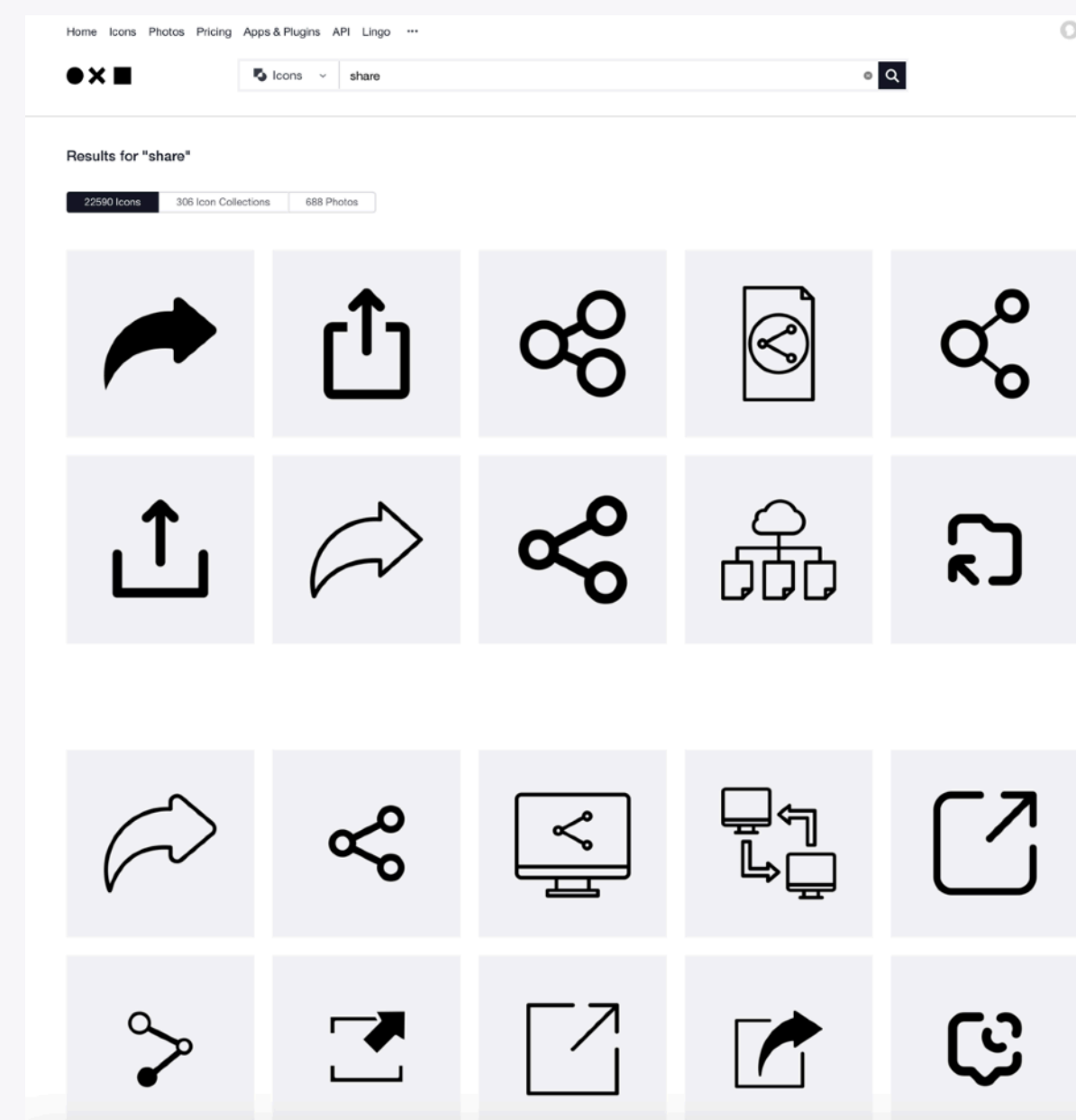
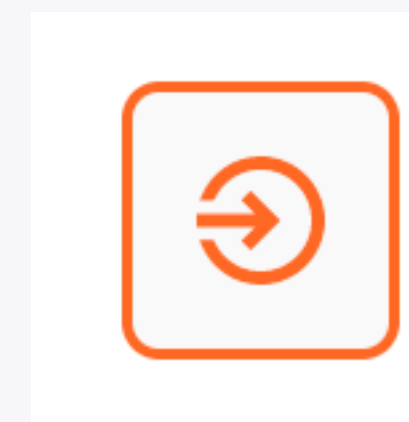


Recognition Rather Than Recall

All objects, actions, options, and instructions for use should be visible and clear to the user, so they do not have to remember information across various screens (recalled from memory) .

- login/account icon uses an odd metaphor of sharing or exit. It is an unfamiliar pattern that users cannot recognise. Instead, they need to learn and remember its meaning so they can recall it from memory

Nice to have



Icon metaphors - Code Week Login icon can be confused with sharing icon, especially when it's close to social media icons

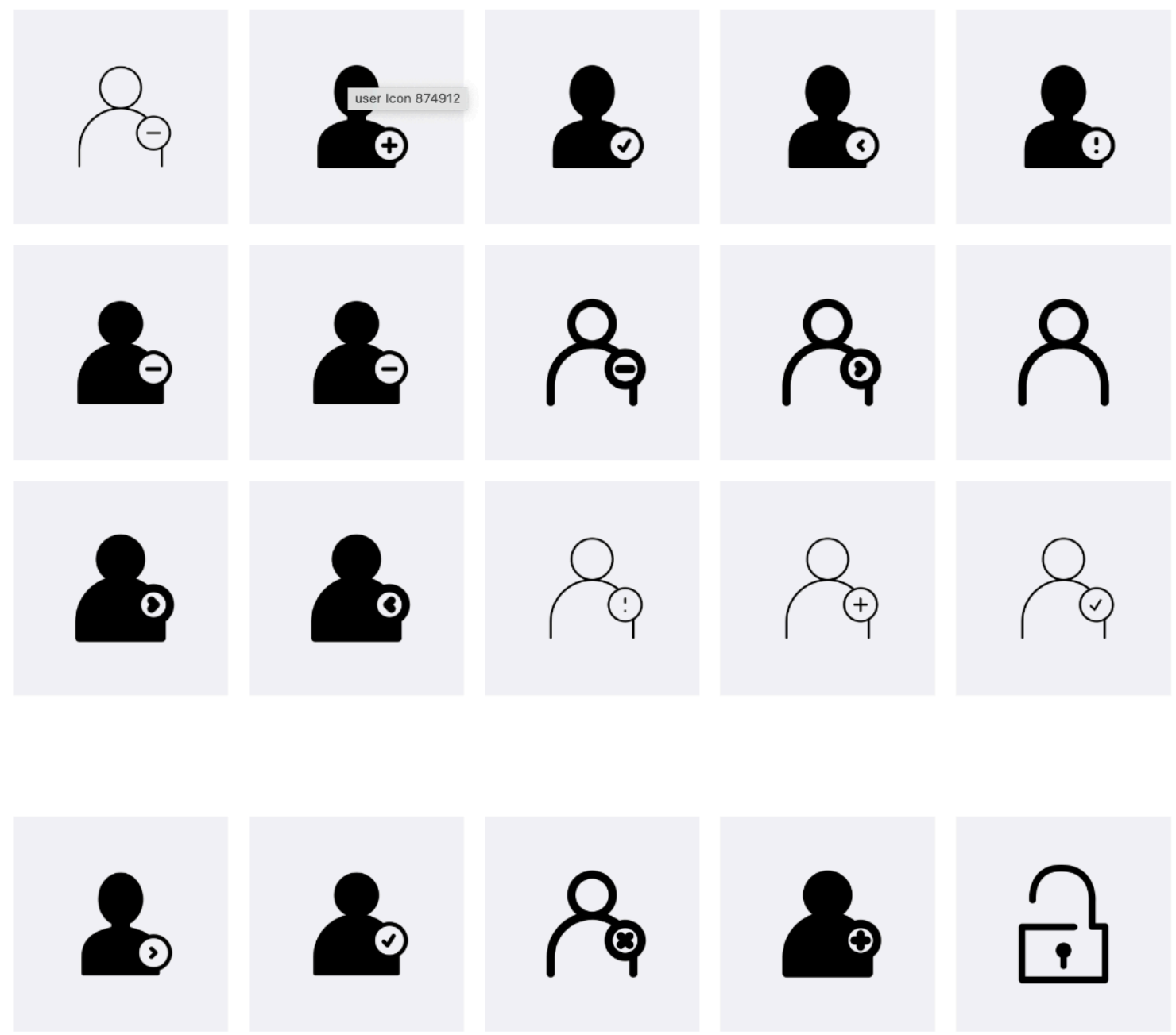
Recommendation



Recognition Rather Than Recall

- Use more modern and accurate icon metaphor. It can represent user profile with/ or lock icon to show different status: logged in, and logged out.

Low effort



Account Icon examples

Heuristics analysis



Recognition Rather Than Recall

All objects, actions, options, and instructions for use should be visible and clear to the user, so they do not have to remember information across various screens (recalled from memory).

- Search and filtering options look and behave differently across pages. Sometimes users need to click a button to perform a search/filter, other times it is not needed.
- CTA inconsistent styles force users to learn and memorise its meaning across different pages

Severe

Search resources



Language

English

Month

March 2023

Search by title or description

Tags

2023

SEARCH

Countries

Audiences

Themes

Activity Type

Users need to learn how to perform search/filter on each of these pages

Recommendation



Consistency and Standards

- Unify styles but also the behaviour of search and filtering options. Users should have the same experience when using these features across the website.
- To improve search and filtering experience, you can use common patterns offered by popular websites. Users should be familiar how these websites are used so using the same features on your website will require minimum effort.

High effort

Heuristics analysis



Flexibility and Efficiency of Use

The users should be allowed to customise frequent actions to ensure users with different habits and levels of experience can all have good experiences.

- It would be nice if users could save the events or resources they choose, so they don't need to look for them again (search) every time.

Nice to have

Recommendation



Flexibility and Efficiency of Use

- MIT Coding initiative Scratch offers possibility to save courses that users are interested in

Medium effort

Scratch

CreateExploreIdeasAbout

Search

1

RaeniusKD

Random Terrain Generator

by DiamondParticles

Remix

See inside

Instructions

Random Terrain Generator

Click the green flag. The engine with randomly pick a biome then randomly generate some terrain based of of that biome

Notes and Credits

100% by me. Please comment what other biomes you'd like me to add.

1803

1419

84

39236

Nov 27, 2022

Report

Add to Studio

Copy Link

Comments

PostCancel

500 characters left

Jarjames12

I got two of the EXACT same generated

53 seconds ago

reply

Remixes

View all

Random Terrain Gen...

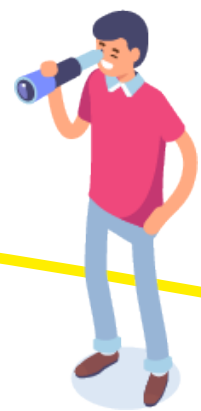
Boz-Politics

Possibility to save course by Adding it to Studio

A large yellow triangle is positioned on the left side of the slide, pointing towards the right.

Additional analysis

Additional analysis

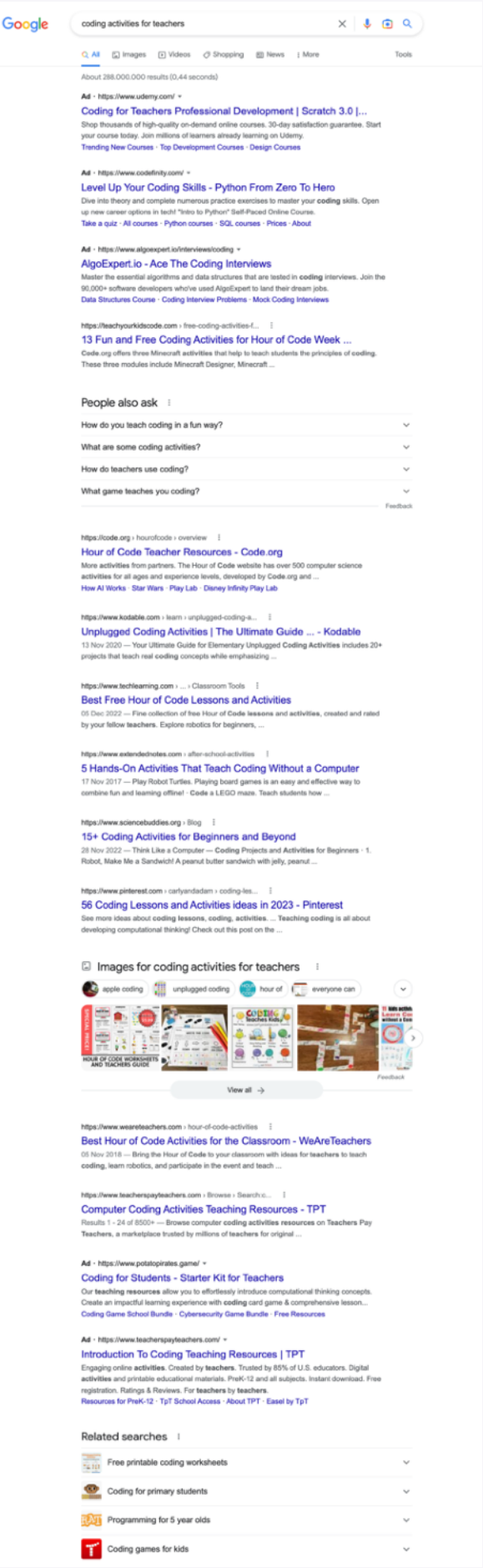


Google Search Results

Low display in search results reflects insufficient descriptions

- For several keywords, CodeWeek.eu ends very low or none in the search results.
- Insufficient descriptions and content not only affect the understanding of the initiative for the site visitors but also prevents users to find the page via Google, reducing drastically the traffic to the site

Severe



codeweek.eu is not listed for “coding activities for teachers” search results

Additional analysis



Google Search Results

Code issues prevent Google to index the page correctly

- The most common keywords of this webpage are not distributed across the important HTML tags! Primary keywords should appear in title tag, meta description and heading tags to help Search Engines to properly identify the topic of this webpage.
- This webpage is using JavaScript files that are not minified.
- The webpage is using a title tag with a length of 16 characters. While there's no target number of characters, titles should be descriptive and concise. Using a title tag with less than 20 characters is a missed opportunity since it can be difficult to fit all your targeted keywords in such a short text (recommended character range for a title is 20-60).
- The site is not using H1 headings. H1 headings help indicate the important topics of the page to search engines.

Severe

```
<link rel="shortcut icon" href="/images/favicon.png" type="image/x-icon">
<link rel="icon" href="/images/favicon.png" type="image/x-icon">
<link href="https://codeweek.eu/css/cookiecuttr.css" media="screen" rel="stylesheet">
<link rel="stylesheet" href="/css/app.css?id=4da09fd..." type="text/css">
<script>...</script>
<!-- Title, keywords, description -->
<meta name="description" content="October 7 - 22, 2023: a week to celebrate coding in Europe, encouraging citizens to learn more about technology, and connecting communities and organizations who can help you learn coding.">
<title>Europe Code Week</title>
<style type="text/css">...</style>
<style type="text/css">...</style>
<style type="text/css"> .pagination { margin-top: 40px; } </style>
<style type="text/css">...</style>
<style type="text/css" data-fbcssmodules="css:fb.css.base css:fb.css.dialog css:fb.css.iframewidget css:fb.css.customer_chat_plugin_iframe">...</style>
<script charset="utf-8" src="https://platform.twitter.com/js/timeline.16b53cc...j
```

Example of incorrect use of HTML Title

Additional analysis

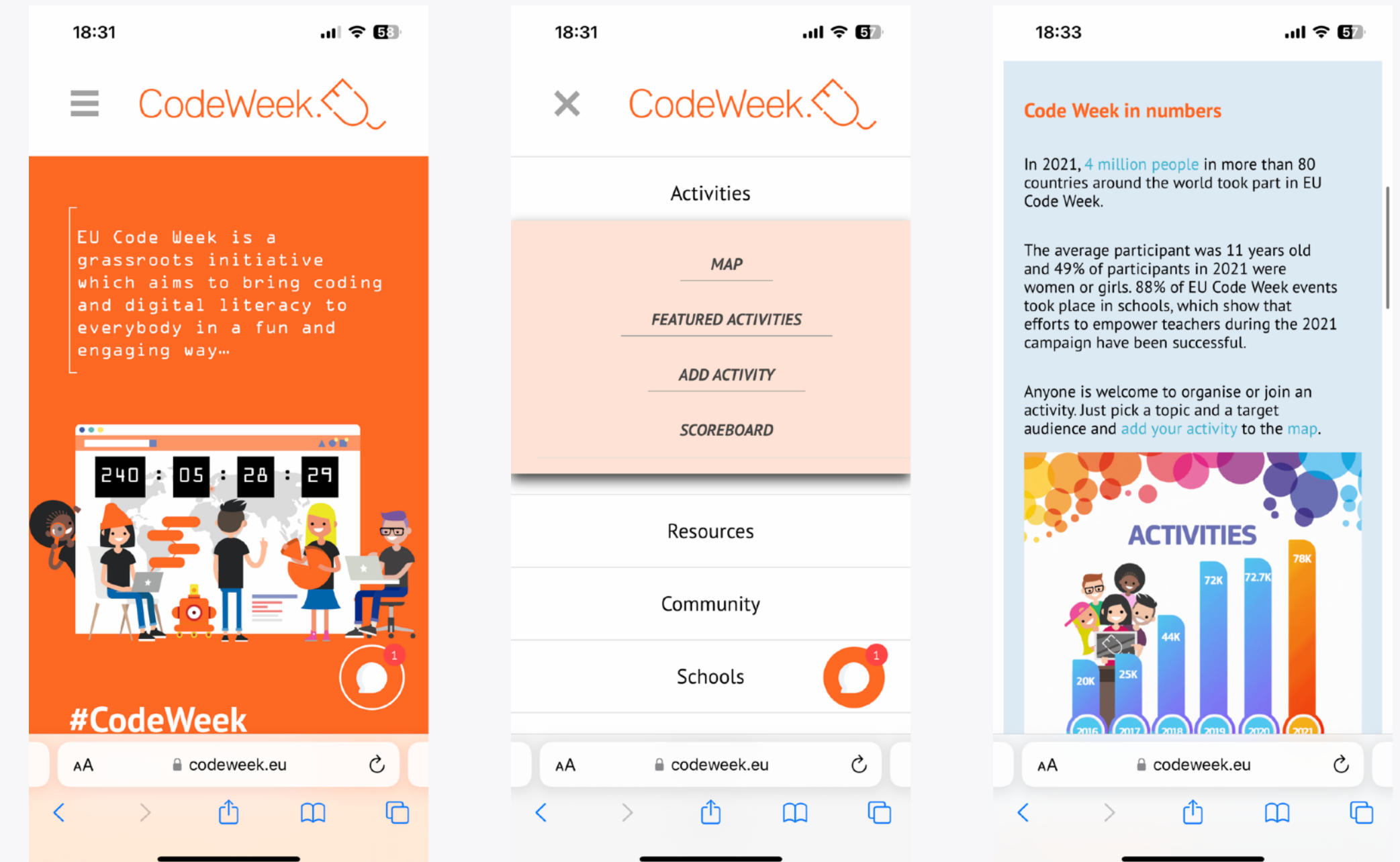


Mobile version

Similar structure and experience as the Web version

- Most pages reflect the same experience on both platforms: web and mobile
- Mobile pages are most of the time rendered correctly (with some exceptions) and are easy to use on mobile, touch-based devices.

Severe



Mobile version screens

Additional analysis

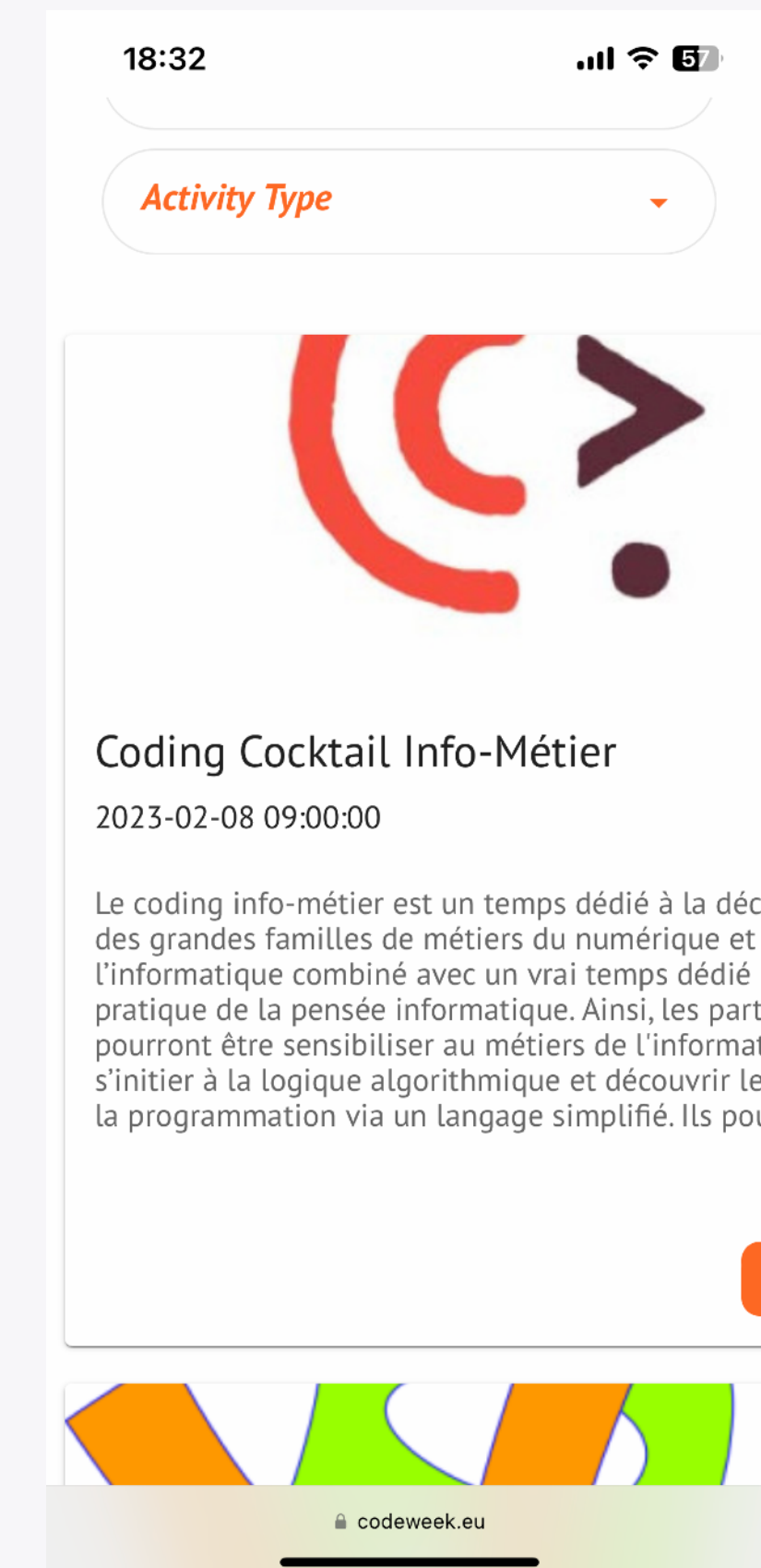
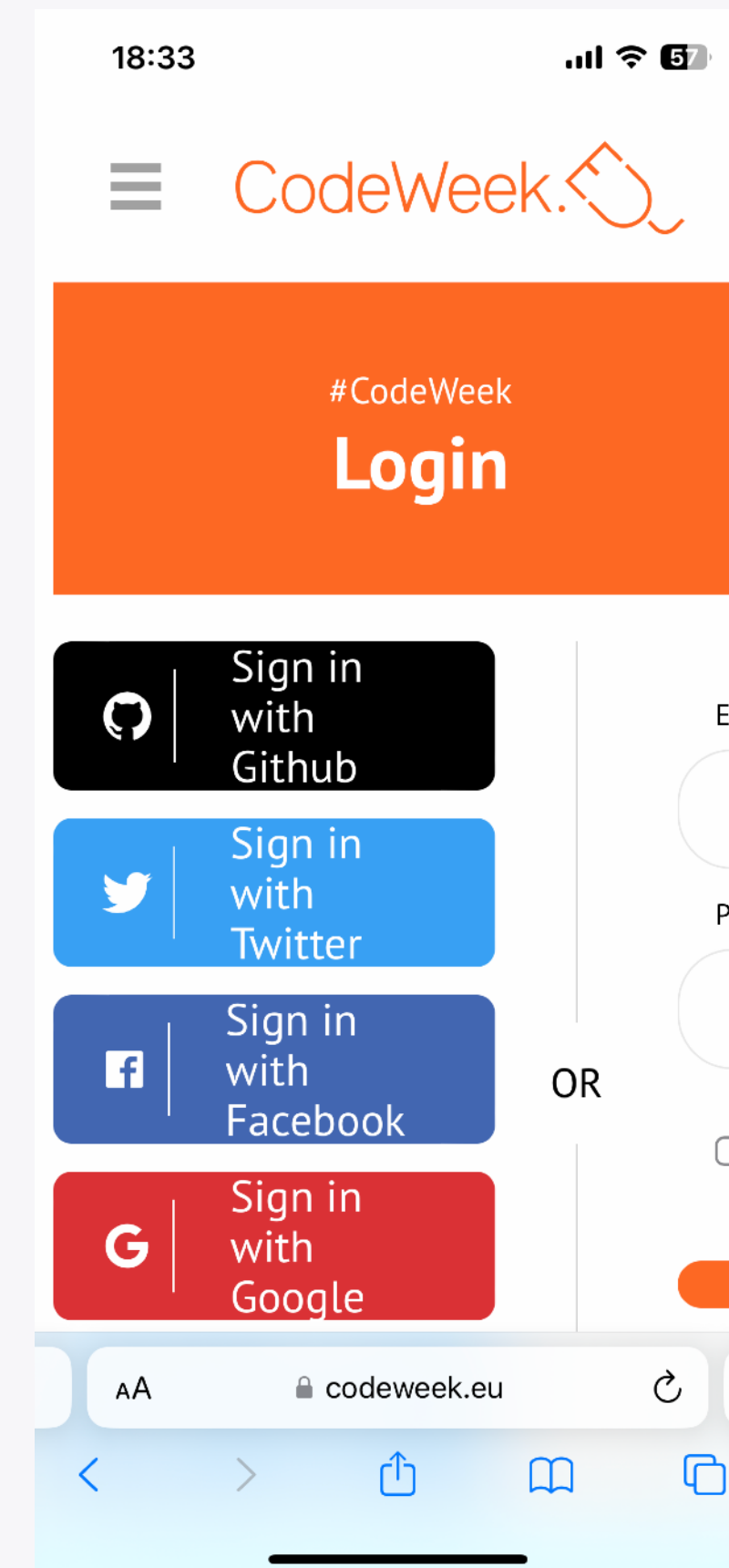


Mobile version

Incorrect page rendering blocks access to activities

- Login page does not render correctly on mobile screens (both iOS and Android). Displayed pages are hard to use which can block users from logging in
- Search results page on Activity/Map also is not rendered correctly on all mobile platforms and users are blocked when accessing detail pages for events

Severe



Mobile version screens

Additional analysis



AI and EU Code Week

How OpenAI (ChatGPT) can help improve the website

We asked ChatGPT several questions about EU Code Week initiative. We received quite precise information about that was a result how AI analysed the website but also other materials/documents it found on the Internet.

Additional analysis



AI and EU Code Week

Only part of the answers was collected from the codeweek.eu website

- ChatGPT used Code Week website to describe the main purpose of the initiative.
- Response is exactly the same as description used on the Home Page



explain what is EU Code Week.



EU Code Week is a grassroots initiative that aims to promote coding and digital literacy across Europe. It takes place annually in October and is open to people of all ages and backgrounds. During the week, a variety of events are organized by individuals, schools, and organizations, such as coding workshops, hackathons, and coding competitions. The goal of EU Code Week is to encourage people to learn more about coding and digital technologies, and to inspire a new generation of creators and innovators.



ChatGPT responses about EU Code Week

Additional analysis



AI and EU Code Week

Some understanding comes from additional resources on the internet, not on the Codeweek.eu

- To describe the main target group, AI had to look to other materials over the internet. The offered response contains text that cannot be found anywhere on the website in that exact form.
- This indicates that the website does not contain a proper description of its main audience.



who is the main target for this initiative?



The main target for EU Code Week is people of all ages and backgrounds who are interested in learning more about coding and digital technologies. This includes children and young people, adults and seniors, educators, and professionals. The initiative aims to reach a wide audience, including those who have never coded before, as well as those who have some experience but want to learn more. The goal is to inspire a new generation of creators and innovators, and to promote digital literacy across Europe.



ChatGPT responses about EU Code Week

Additional analysis



AI and EU Code Week

ChatGPT offers a very precise list of benefits for teachers - something that the site fails to provide

- AI response about teachers' involvement in the initiative is very precise, presented in several points, using easy-to-understand, yet professional language.
- This exact explanation cannot be found anywhere on the website. This can be a very good inspiration, to explain how teachers can be involved in EU Code Week, including major benefits for them.



explain how teachers can be involved in this initiative.



Teachers can be involved in EU Code Week in a variety of ways. Some examples include:



1. Organizing coding workshops or events for students: Teachers can organize coding workshops or events for their students, such as coding clubs, hackathons, or coding competitions.
2. Incorporating coding into the curriculum: Teachers can incorporate coding and digital literacy into their existing curriculum by teaching coding concepts, skills and techniques in subjects such as math, science, and language arts.
3. Participating in professional development opportunities: Teachers can take advantage of professional development opportunities offered during EU Code Week, such as webinars and training sessions, to learn more about coding and digital technologies and how to teach them in the classroom.
4. Joining the EU Code Week Ambassador Network: Teachers can join the EU Code Week Ambassador Network, which is a group of educators from across Europe who promote EU Code Week in their schools and communities.
5. Encouraging students to participate in events: Teachers can encourage their students to participate in EU Code Week events that are happening in their local area or online.

By getting involved in EU Code Week, teachers can help to promote digital literacy among their students and inspire a new generation of creators and innovators.

ChatGPT responses about EU Code Week



Thank you !

We remain at your disposal for any further question.



GOPAcom.

Bridging Europeans